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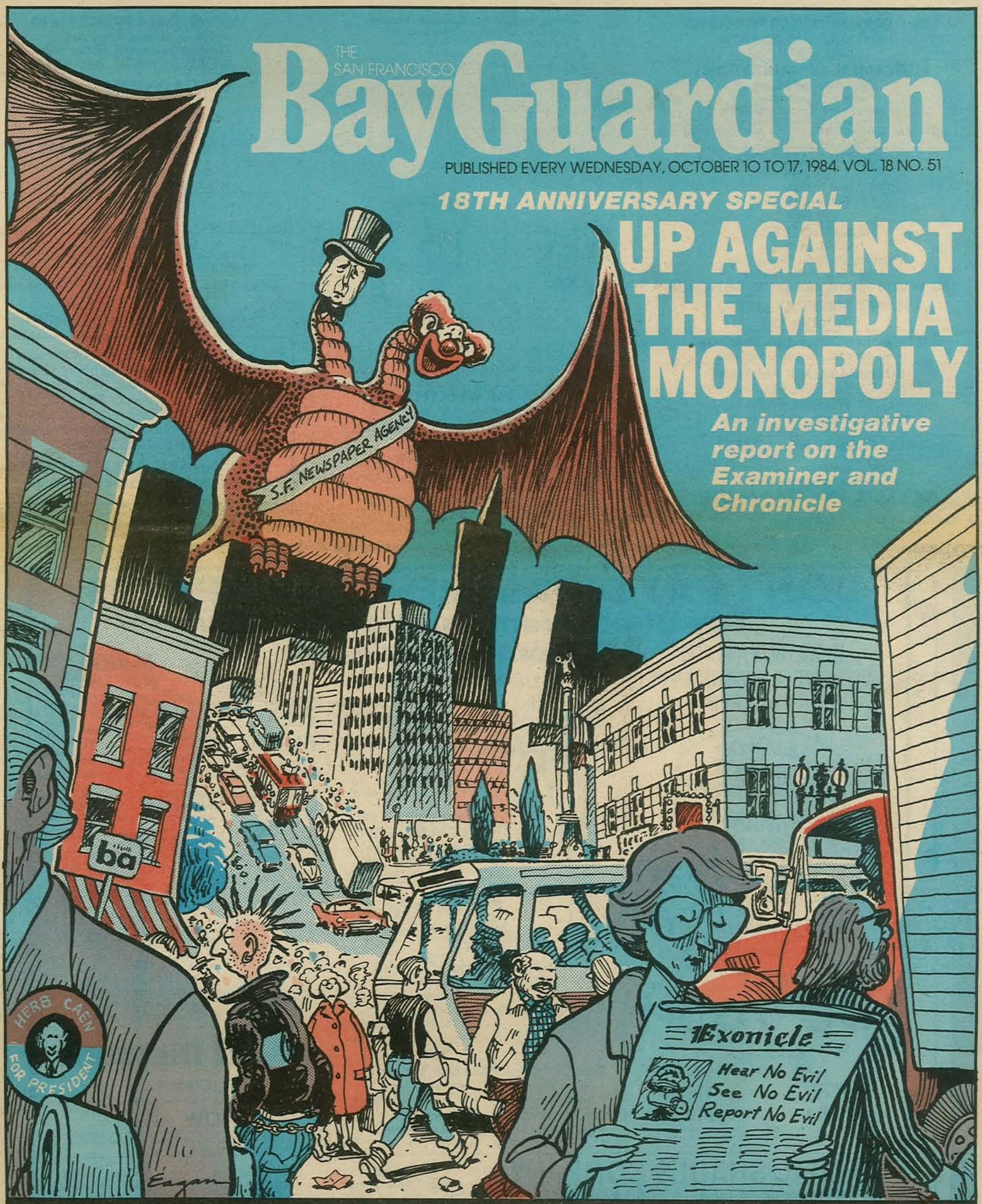
THE SAN FRANCISCO
BayGuardian

PUBLISHED EVERY WEDNESDAY, OCTOBER 10 TO 17, 1984. VOL. 18 NO. 51

18TH ANNIVERSARY SPECIAL

UP AGAINST THE MEDIA MONOPOLY

An investigative report on the Examiner and Chronicle



GUARDIAN GRAPHIC BY TIM EAGAN

SINCE 1966. THE LARGEST CIRCULATION NEWSWEEKLY IN NORTHERN CALIFORNIA

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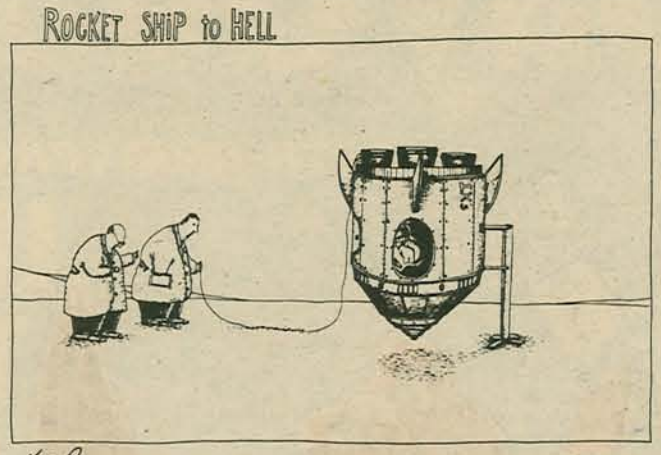
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LETTERS

THANKS FOR THE SUPPORT

We would like to express our sincere appreciation to your paper for the excellent feature story published by the Bay Guardian during the last few weeks which favored family planning programs ("Evidence grows of new Deukmejian attack on abortion," Aug. 29, 1984).

Your support for these programs was encouraging to family planning providers and we are certain that your investigation and press coverage had a significant impact on the Deukmejian Administration.

While we resent the increased hardships for disadvantaged women and families caused by the delays in processing the Office of Family Planning contracts, we are thankful to have them released without restrictive amendments. We feel strongly that it was the influence of newspapers like yours which ultimately brought about the release of the contracts and, for this, we are exceedingly grateful.

— **A. Patricia Colby**
Patricia Boyle
Planned Parenthood Association of San Mateo County

WHAT'S AN ISRAELI SALAD?

There was a good article in your issue of Oct. 3rd by Myriam Weisang, in which she talked about Rami's Israeli restaurant. Well, Mr. Rami, your whole menu sounds delicious, but maybe you should mention that the "Israeli salad" recommended by Ms. Weisang is not at all Israeli, but Arab. This salad composed of hummus (Lebanese), falafel (typical throughout the Middle East) and babaganush (Lebanese) can hardly be called Israeli. Israel has taken our land by force and violence, but don't think you can take over our culture and tradition.

— **Nadine Khoury-Quesada**
San Francisco

THANKS, MYRIAM

My thanks to Myriam Weisang (Letters, Sept. 19, 1984) for calling *The Gods Must Be Crazy* the racist film it is. Now, instead of explaining why I assumed the film was racist and do not want to see it, I pull out her letter. For anyone saying, "Oh no, it's not racist. Just the opposite," or thinking it's a sweet anthropological film — read her letter, and think.

— **Sharon Franklet**
San Francisco

McDONALDS' EVERY TWO BLOCKS?

As a native San Franciscan, I am appalled by the "gentrification" of our neighborhoods which causes the disappearance of small businesses which provide services, character and humanity to our city. While Andrea C. Michaels ("San Francisco on $1.49 a day," Sept. 19, 1984) might be delighted to discover the nearest golden arches is never more than two blocks away, I am "blown away" to find Walgreens where Star Pharmacy used to be on Castro Street, to discover a favorite Mom-Pop grocery replaced by a Safeway, a small custom photo lab replaced by Fotomat, the anticipation of the lovely Grand Piano coffee house becoming a Round Table Pizza parlor, the disappearance of vital business in a neighborhood, e.g. 5¢ & 10¢ stores, shoe repair shops and all the other changes San Franciscans have to endure when chain stores, fast food concessions, banks and savings and loan institutions annihilate neighborhoods.

I wonder if Ms. Michaels is from New York and would not be happier back there than in Manhattanized San Francisco? Is it now the SF Bay Guardian policy to promote such dismal changes that dehumanize our city?

McDonalds' every two blocks! Indeed!

— **Jean Dierbes Carlisle**
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VOL. 18 NO. 51
OCT. 10-17, 1984



GUARDIAN GRAPHIC BY LOUIS DUNN

18th ANNIVERSARY SPECIAL ISSUE

UP AGAINST THE MEDIA MONOPOLY

If the framers of the United States Constitution had known back in 1789 just how powerful the nation's mass media would become two centuries later, they probably would have been more specific when they wrote that "Congress...shall make no law abridging freedom of the press."

The framers made clear their belief that free speech — free and open discussion of ideas, in government, in the newpapers and on the streets — was a cornerstone of a democratic society. But back in 1789, people formed their political opinions from a far smaller range of information. They were as likely to know something from personal experience as from a written or printed account.

Today, the information we receive from print and electronic media far, far overwhelms our individual experience. We base our political, economic and even social decisions to a large extent on data that other people have already pre-sifted and pre-digested for us.

In 1984, the mass media exercise a staggering amount of influence and control over society. Think about it: What do you know about the current state of the world that you *didn't* learn from the media? And how can you decide how to vote in November if you aren't confident that your basic understanding of these facts is sound?

Had anyone foreseen this in 1789, the First Amendment might have contained language designed to ensure that control of the nation's media remained dispersed among a large number of people. For many of the newspaper editors and publishers who piously defend our right to a free press have been working overtime in the past half-century to consolidate their grip on an ever-larger percentage of the major media outlets. And that fact represents a threat to society of staggering proportions.

Our 18th anniversary issue is largely a tale of two newspapers. The San Francisco Examiner and the Chronicle are among 46 newspapers in 23 cities that have used a special act of Congress to merge operations, form a powerful daily newspaper monopoly and keep competing voices out of a major American city. As we detail in the issue, the effects of that monopoly are far-reaching.

Put simply, the two papers have used their market control and price-fixing abilities to take more than $150 million in profits out of the city in 19 years, at the same time as they have used their influence as the city's sole daily newpapers to promote political policies that increase the wealth of their owners and the power of their friends — to the detriment of the vast majority of the city's inhabitants. The Examiner and Chronicle monopoly is a perfect case study in the dangers of allowing control of the media to be concentrated in the hands of a few.

It is, if we may borrow a phrase, altogether fitting and proper that we should focus on the Ex/Chron in our anniversary special. The Bay Guardian was founded in 1966, the year after the Examiner-Chronicle merger agreement was signed, by a handful of journalists who saw the need to fight the trend toward newspaper homogeneity and to offer the community an alternative voice.

There have been many attempts to provide journalistic alternatives to the Ex/Chron. Many of them were noble and deserved to survive and even prosper. But a joint monopoly backed by several fortunes is hard to fight, and few survived.

The Bay Guardian *has* survived — for a long 18 years. Against all odds, defying the sea of red ink that ebbed and flowed from the bookkeeping offices, the Guardian has grown from an eight- and 12-page "occasionally published journal" to a 65,000-circulation weekly. It has even, in a halting, slightly nervous sort of way, begun to prosper.

We hope this issue will be both an inspiration and a model for others interested in learning about the power of the media. Certainly, if media concentration continues unchecked, the abuse of power can only get worse.

The problem may not have been envisioned back in 1789, but it was quite clear to Supreme Court Justice William O. Douglas in 1969. In a ruling ordering the divestiture of an illegal newspaper monopoly in Tucson, Arizona, Douglas, quoting the Supreme Court's famous 1945 Associated Press decision, wrote:

"Freedom to publish means freedom for all, and not for some. Freedom to publish is guaranteed by the constitution, but freedom to combine to keep others from publishing is not. Freedom of the press from governmental interference...does not sanction repression of that freedom by private interests."

Monopoly publishers of the world notwithstanding, we quite agree. ■

How we unmasked the San Francisco newspaper monopoly

The Bay Guardian's 18th anniversary issue was prepared by Charles Heimler, Michael Hoad, Trish Lee, Maud Lewis, Betsy Macdonald, Ellen McGarrahan, Martin Pesaresi, Sam Quinones, Annie Weintraub and Todd Woody, along with editorial staffers Margaret Brooks, Bruce B. Brugmann, Bruce Dancis, David Goldsmith, Alan Kay, Tim Redmond and Peter Wilson.

Our investigation of the San Francisco Examiner and Chronicle, the wealthy, powerful people who run them and the special act of Congress that granted them a government-sanctioned monopoly in San Francisco involved dozens of interviews and an extensive four-month search through hundreds of public records.

The first thing we discovered was that nobody else appeared to have done this type of in-depth investigation of a major city newspaper. As far as we could tell, we were exploring virgin territory. Nor was it easy going — both the Examiner and Chronicle are published by family-owned corporations that release very little information about themselves to the public.

Newspapers don't have to make any public ownership statements, but TV stations do. Under Federal Communications Commission regulations, KRON-TV, which is owned by Chronicle Publishing Company, has to make a public statement of ownership. That gave us a place to start. Our Baltimore correspondent made us a copy of the ownership statement for Hearst-owned WTAE-TV in that city.

From San Francisco archives in the public library, interviews and other sources, we established a family tree for the deYoung family, which owns the Chronicle. Lindsay Chaney's and Michael Cieply's book *The Hearsts* contains much biographical information on that family.

With this in hand, we began searching through probate records in San Francisco and San Mateo County courthouses. The probate filings provide extensive data about family wealth, including detailed inventories of exactly what each deceased family member owned at the time of death.

In the San Francisco assessor's office, we checked the land holdings under the name of every corporation and individual connected with either family or company.

A trip to the secretary of state's office in Sacramento yielded the original articles of incorporation and the current corporate officers for each corporation we found to be tied to the papers.

We made an extensive search through back issues of both papers on microfilm in the library and collected information from obituaries and articles on the sale of local firms with ties to the papers.

The trial records for the 1981 Pacific Sun/Berkeley Barb/Cadillac Associates antitrust suit against the Examiner and Chronicle are available in the office of the clerk of the U.S. District Court, at the Federal Building in San Francisco. The transcripts, pleadings and exhibits fill an entire wall of shelves in the clerk's office. They contain a massive amount of information on the finances of the two papers and the original terms of the merger.

The transcripts of the 1967, '68 and '70 hearings before the House and Senate antitrust subcommittees fill some seven bound volumes of government documents. They also contain a wealth of data on the two San Francisco papers, their merger agreement and the lobbying that led to the Newspaper Preservation Act of 1970.

Numerous back issues of the Bay Guardian were useful, as was Ben Bagdikian's book *The Media Monopoly* and his 1982 *San Francisco* magazine story, "The Chronicle Chronicles."

We are also indebted to Morton Mintz's and Jerry Cohen's 1971 book *America, Inc.*, especially the chapter on the nation's newspaper industry. It's appropriately titled, "See No Evil, Hear No Evil, Speak No Evil." ■

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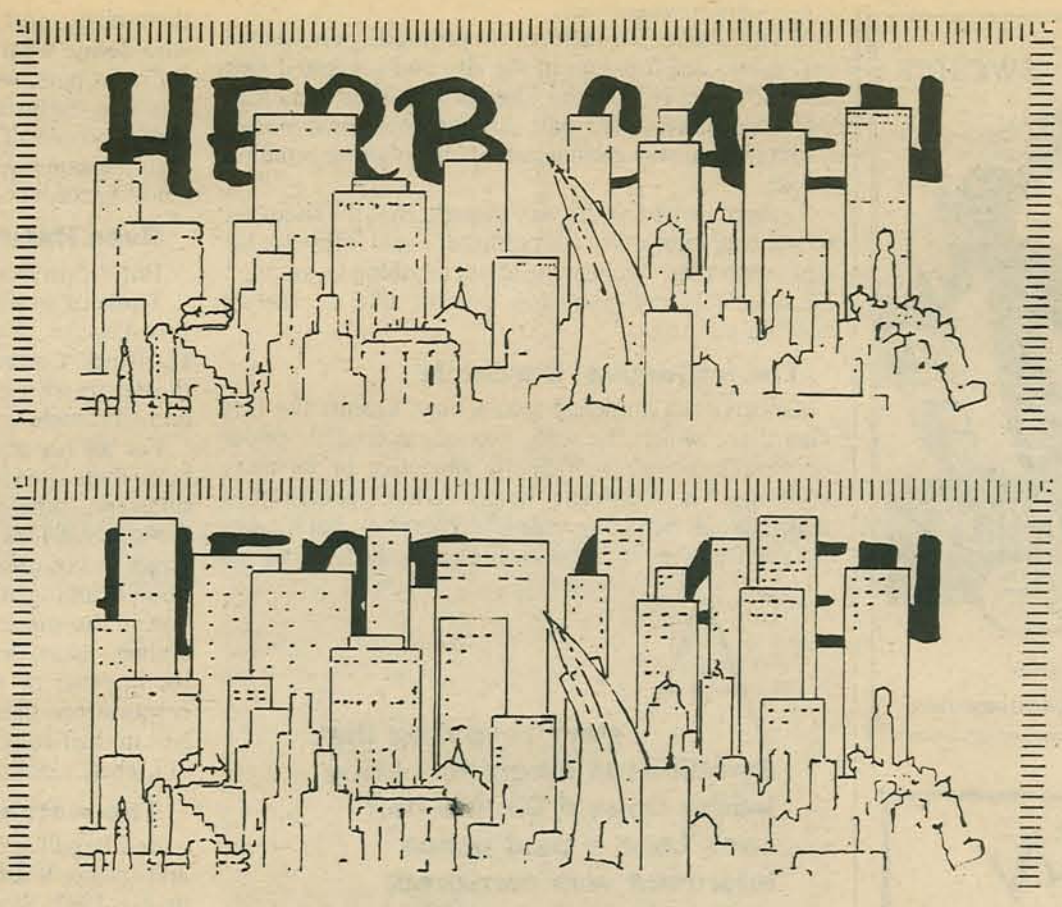
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ALL THE NEWS WE SEE FIT TO PRINT

How Ex/Chron journalism keeps San Francisco safe for the Chamber of Commerce, the Pacific Union Club and PG&E

BY TIM REDMOND

An executive at WCBS radio in New York sent a memo to his news staff in the spring of 1968 criticizing the station's delays in reporting the results of New York Yankees baseball games. In the memo, later leaked to the *Columbia Journalism Review,* the unnamed executive made his point quite bluntly: "If I have to spell it out for you, I will," he wrote, "CBS *owns* the New York Yankees."

The memo was a rare public admission of a fact many daily journalists have always denied: That the specific financial or political interests of a major media outlet could influence directly its presentation of the news.

Fifteen years later and 3,000 miles away, two daily newspapers have a monopoly grip on the city of San Francisco. The issues facing the city are a lot more important than the outcome of a baseball game — the day-to-day lives of the people of San Francisco are at stake. But the interests of those two papers and their immensely profitable, government-sanctioned monopoly distort and control the daily news in ways that make the CBS-Yankees conflict-of-interest seem almost benevolent in comparison.

And yet, time after time, the editors and reporters at the two papers deny that any conflict exists. The San Francisco Chronicle and Examiner monopoly has become so entrenched that many seem to have forgotten just how powerful — and how dangerous — this one-business, two-newsroom operation has become.

In October 1983, a student at San Francisco State University asked the chief political reporter for the city's largest daily newspaper why nobody on his staff ever wrote an expose of how the major downtown business interests dominated city politics.

The reporter, Larry Liebert of the San Francisco Chronicle, was on a panel of local journalists participating in a class on San Francisco politics. Another panelist, a Bay Guardian reporter, had chastised the

continued next page

The Examiner/Chronicle and their joint agency monopoly — **a chronology, 1932-1984.**

1933: For many years, the Albuquerque (New Mexico) Tribune, a newspaper in the Scripps-Howard chain, and the Albuquerque Journal, owned by Thomas M. Pepperday, compete intensely in Albuquerque. Toward the end of the Depression, advertising revenues of the two newspapers decline for two consecutive years, according to an article in the May 15, 1954 edition of the newspaper trade publication, *Editor and Publisher* magazine.

The publishers decide it is imperative to cut production costs and increase profits.

On Dec. 12, Pepperday meets in Chicago with the general manager and general counsel of Scripps-Howard to work out a historic precedent-setting plan to merge the two heretofore competing newspapers. Two weeks later, Pepperday and the two principal Scripps-Howard executives, Roy W. Howard and Robert P. Scripps, give final approval at a conference at the Scripps ranch at Miramar, San Diego County.

1933: At the Biltmore Hotel in Los Angeles in early 1933, Pepperday and William Hawkins, Scripps-Howard's general manager, formally sign a contract ratifying the merger.

The contract establishes a new corporation known as the Albuquerque Publishing Company to print the two papers in joint printing facilities and to handle jointly all advertising, selling and business functions. The new company, which is owned half by the Journal and half by the Tribune, theoretically has no authority over the editorial operations of either newspaper.

What isn't publicized is the key feature of the agreement. For the merger isn't just a simple agreement to print both newspapers in the same printing plant. It grants the two newspapers the monopoly power in Albuquerque to fix circulation and advertising rates, to divide up their profits equally and to agree not to compete with each other.

Thus, the first newspaper Joint Operating Agreement is born, with the price-fixing, profit-pooling, market-control features that the U.S. Supreme Court in 1960 declared illegal and per se violations of federal antitrust law in a parallel Tucson case.

1937: *Editor and Publisher* reports "one of the most unusual newspaper exchanges ever made."

E&P states that, "On July 1, 1937, Mr. Hearst folded an evening and Sunday paper in Rochester, N.Y., leaving the late Frank E. Gannett with morning-evening-Sunday single ownership there, and Mr. Gannett relinquished the morning and Sunday field in Albany, N.Y., while Mr. Hearst switched from evening to morning-Sunday."

The exchange gives Gannett a monopoly in its home base of Rochester, helping free the publisher to build what later becomes the nation's largest media conglomerate. Hearst gains a dominant position over Gannett in Albany.

Hearst buys out the evening Gannett paper in Albany in 1960, leaving Hearst as a morning-evening-Sunday monopoly. William J. Farson, executive vice-president of the American Newspaper Guild testifies in 1967 that the union considers this Hearst/Scripps-Howard switch in 1937 may have inspired a similar arrangement to eliminate competition between Hearst and Scripps-Howard in Pittsburgh and San Francisco.

1940: On July 1st, the (Tuscon) Arizona Daily Star and the Tucson Daily Citizen form the fourth JOA (after mergers in El Paso in 1936, Nashville, in 1937 and Evansville, Indiana in 1939).

"The purpose of the agreement was to end any business or commercial competition between the two papers and to that end three types of controls were imposed," writes Supreme Court Justice William O. Douglas in the 1969 decision affirming the JOA's antitrust violations.

"First was price fixing. The newspapers were sold and distributed by the circulation department of TNI [the newspapers' joint agency]; Tucson commercial advertising placed in the papers was sold only by the advertising department of TNI; the subscription and advertising rates were set jointly.

"Second was profit pooling. All profits realized were pooled and distributed to the Star and Citizen by TNI pursuant to an agreed ration. Third was market control. It was agreed that neither the Star nor Citizen nor any of their stockholders, officers, and executives would engage in any other business in Pima County — the metropolitan area of Tucson — in conflict with the agreement. Thus, competing publishing operations were foreclosed.

"All commercial rivalry between the papers ceased. Combined profits before taxes rose from $27,531 in 1940 to $1,727,217 in 1964."

1945: The Arizona Star dem-

continued next page

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two local dailies for their role in promoting unchecked real estate development in the city and suggested that the publishers of both the Chronicle and the San Francisco Examiner were part of the downtown power structure that was getting rich off the highrise building boom.

Liebert scoffed at the very thought that the financial or political interests of his publisher could influence his news reporting. "I can write about anything I want to," he said. "If the publisher doesn't like it, there's nothing he can do."

The 'objective' Chronicle

Liebert then launched into a blast against the Bay Guardian, which, he said, was not a credible paper because it wasn't sufficiently objective in its news coverage. The Chronicle, he proclaimed, is careful to make sure its news coverage is unbiased — that it takes no sides in the city's political battles. But for all his rhetoric about "bias in the news," Liebert never really answered the student's question. Why doesn't the Chronicle tell its readers what goes on behind the polished facade at City Hall? Why does it miss some of the most blatant, obvious stories about conflicts of interest — Willie Brown's ties to Southern Pacific, for example?

A story revealing that Symbionese Liberation Army leader Donald Cinque had once been a paid police informant was censored, according to former Chronicle reporter Tim Findley, after Randolph Hearst phoned Chronicle Publisher Charles deYoung Thieriot and asked him to kill it.

Why does the paper ignore the direct correlation between downtown developers' campaign contributions and the hands-off approach to development embodied in the Downtown Plan? Why does the Examiner report with glee the unveiling of a new skyscraper proposal but virtually ignore a new campaign to limit downtown development?

Why does neither paper question the accuracy of the City Planning Department's Environmental Impact Reports? Why do they accept at face value the mayor's assessment of her own planning proposals? Why don't they challenge the claims of the campaign consultants PG&E hires to defeat public power campaigns?

The powers-that-be

In one sense, it's a complicated problem and it's not limited to San Francisco. Big city newspapers around the country ignore important stories about the local power structure — the invisible government hiding behind the public officials. Most of the time, editors and publishers defend their actions by saying that no newspaper can report more than a fraction of the news occurring in a given day, and that certain "judgments" must be made as to what is newsworthy and what isn't.

More often than not, however, the editors and publishers who make those news judgments are, themselves, part of the power structure. The people who decide what news you will and won't see are, for the most part, wealthy, conservative people. They eat lunch in exclusive clubs with other wealthy, conservative people. They live in exclusive neighborhoods with the same wealthy, conservative people. And they tend to accept their friends' opinions as the norm.

Even Hartford?

But in San Francisco, the situation is especially bad.

Those of us who have lived in places like New York, Los Angeles, Washington, D.C., Milwaukee, or even Hartford, Connecticut virtually all agree that, while the papers we used to read had problems, the Examiner and Chronicle are in another class altogether.

For all his protestations, Liebert never denied the basic facts cited in the student's challenge. It makes no difference whether the Chronicle publisher talks to Liebert, calls his editor, threatens the copy chief, rips pages out of the typesetter's hands or spends his afternoon drinking at the Pacific Union Club. The bottom line is the same: Neither the Chronicle nor the Examiner takes on major stories that could threaten the interests of the downtown developers and major corporations that control the directions of city policy. Not in their editorials, not in their front pages and not in Liebert's political column.

The watchdogs slumber

Ben Bagdikian, a UC Berkeley journalism professor and former Washington Post editor, summed it all up in his 1982 *San Francisco* magazine article, "The Chronicle Chronicles." His piece focused on the morning paper, but, in general, its conclusion also fits the evening Examiner.

The Chronicle, Bagdikian wrote, provides a decent (if not exemplary) assortment of national and international wire service stories — enough to keep its readers minimally aware of such news.

But, he went on, the Chron doesn't do what other major city dailies all over the country do. It doesn't take an active, watchdog role in covering local political institutions — politicians, boards and commissions, City Hall departments, major campaign financers and special interest groups.

Sure, the paper covers the more important meetings of policy-making agencies and reports the high-priority announcements of top officials. But it seldom digs below the surface to expose the truth behind the politicking, to let the public understand how things really work.

'A moral obligation'

Bagdikian spoke with Frank McCulloch, executive editor of the McClatchy newspapers, which include the Sacramento Bee. McCulloch said he didn't worry about competition from the Chron on state news: "It does well on selection of national news. But the Chronicle just doesn't pursue things the way we do....It doesn't pursue anything consistently, the sort of thing that requires searches of records and unearthing things that take time and effort, that good papers regard as their First Amendment moral obligation."

The Examiner, as Bagdikian pointed out, is far more likely than the Chron to tell its readers how the Board of Education voted last night on an issue that will affect thousands of kids. But the Ex, like the Chron, fails to go after major local stories. It covers local elections and official decisions as single, isolated events, without giving readers any perspective on whose interests their elected leaders are serving or on how big money interests are changing the city over a period of months or years.

CHRONOLOGY

continued from previous page

onstrates the scale of profits that a rate-fixing, profit-pooling joint agency agreement can take out of a community. It submits 15 pages of papers in support of an application to the IRS to obtain relief from excess profit taxes for the World War II years (1941-45).

The Star argues that its huge profits in those years were wholly attributable not to the wartime boom but to its JOA with the Daily Citizen. The "new, non-competitive arrangement," the Star states, did "eliminate all competition" between the two papers.

When the papers were introduced in 1969 congressional hearings, they became known as "The Pig Papers," because of an illustration using pigs at the trough (see graphic, page 33).

1955: George Cameron, the son-in-law of Chronicle founder Mike deYoung and the Chronicle's publisher for two decades, dies. Charles and Ferdinand Thieriot, deYoung's grandsons, take over the Chronicle and begin a campaign to overtake the dominant Examiner (then a rival morning newspaper). They have two options, analyzes press critic Ben Bagdikian in a 1982 *San Francisco* magazine article: "They could have appointed good editors in touch with contemporary society, given them plenty of money (millions for a big city paper) and plenty of time (multiples of five years) and placed their faith in the intelligence of the readers."

Instead, the Thieriots go for their second option — to cut editorial costs and hire Scott Newhall. Writes Bagdikian, "He had no faith in the readers' intelligence and did not take journalism seriously. Unfortunately, he had talent. He was the evil genius of fun and games.

"The family got rid of Paul Smith, the editor who had tried to make the Chronicle the 'New York Times of the West,' put serious news on the back burner, fired 37 editorial people and declared, 'Let the games begin.'" The Thieriots also begin a rapid program of plant modernization.

1956: Ferdinand Thieriot dies in the fire on the *Andrea Doria*. Charles deYoung Thieriot is now the sole publisher and remains so until his death in 1977.

1957: In July, the Chronicle buys new high-speed presses and begins to gain on the Examiner in circulation.

1958: Hearst's International News Service merges with Scripps-Howard's United Press to form United Press International. The American Newspaper Guild asks the Department of Justice to investigate persistent rumors that the merger of the news services also included another agreement in which the two chains would eliminate competition in two markets along the line of the 1937 Hearst/Gannett deal.

Specifically, the rumors allege that Hearst will vacate Pittsburgh, where it is publishing the Sun-Telegraph, and Scripps-Howard will cease publication of its San Francisco News. The two chains deny the rumors. The Justice Department does nothing.

1959-62: In San Francisco, Hearst's Call-Bulletin and

It's not hard to demonstrate the basic political leanings of the two papers. That much is clear from their political endorsements. Since the year of the merger, the Examiner and Chronicle have differed on quite a few individual endorsements, but on major issues involving the city power structure, the editorial line has been virtually identical.

Four times — in 1971, '73, '79 and '83 — the two opposed initiatives controlling downtown development.

In 1973, '76 and '80, the Examiner and Chronicle both opposed district elections of supervisors.

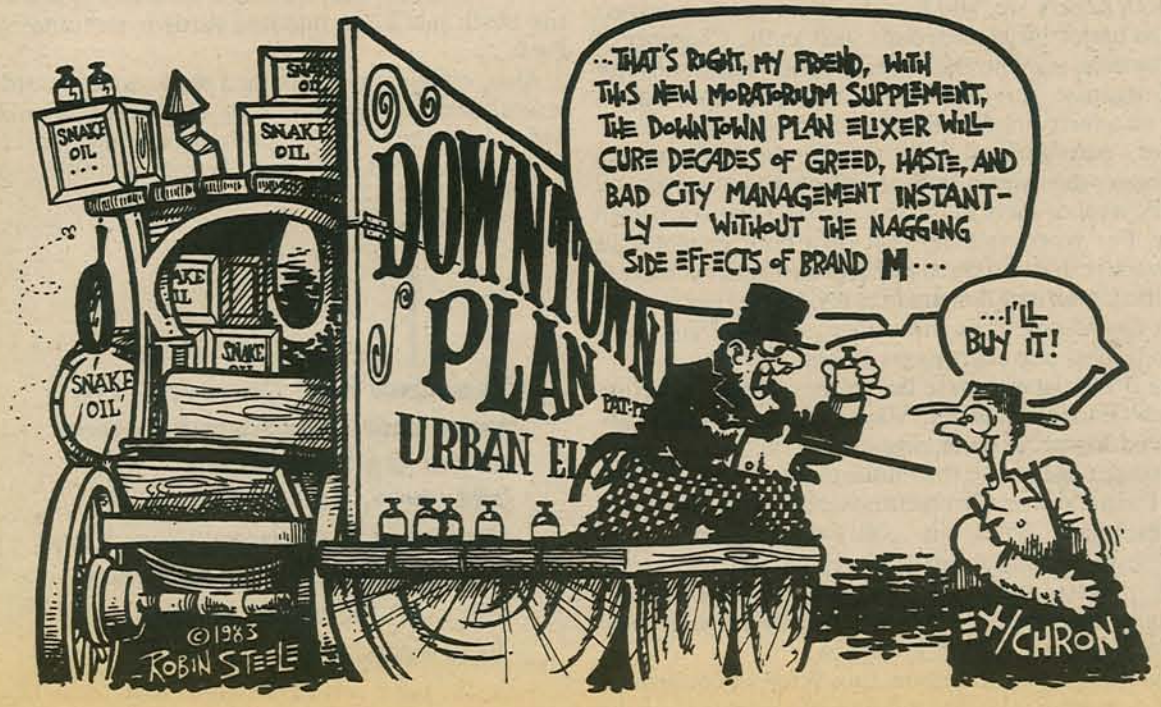
In 1979, both opposed rent control.

In June 1980 and again in November 1980, both opposed initiatives requiring the city to increase taxes on big downtown corporations.

In 1982, both opposed the public power initiative.

Only once since the merger has a major candidate run for mayor on a platform clearly and distinctly aimed at controlling downtown development and preserving the neighborhoods. The year was 1975. The candidate was George Moscone. The Chronicle and Examiner both endorsed Dianne Feinstein.

In fact, after thoroughly examining both papers' endorsements since 1965, we couldn't find a single important power structure issue on which they were not unanimous in their support of downtown. (Another interesting factor in their endorsements: From 1965 to '82, both papers consistently endorsed Phil Burton for Congress, despite ideologically opposing many of his positions. Many informed sources suspect this may have been part of a bargain — a payoff made in exchange for Burton's vote, and speech in favor of the Newspaper Preservation Act.)



The Examiner and Chronicle's unquestioning acceptance of the City Hall/ Chamber of Commerce line on the new Downtown Plan and Proposition M, the slow-growth initiative, spurred this 1983 cartoon by Bay Guardian artist Robin Steele.

Political bias in the news

But the real point is that those leanings also manifest themselves in the news columns — through what the papers cover and, more importantly, through what they don't cover.

Let's take just one case in point — a blatant, undeniable demonstration of a news blackout that was both inexcusable editorially, and directly linked to the papers' own political and economic interests.

In 1982, a small group of public power advocates put a measure on the ballot that would have forced the city to study the feasibility of municipalizing the local electric utility, PG&E.

The arguments in favor of the measure, Proposition K, were powerful. In every Northern California city with public power, electric rates for consumers were much lower than in San Francisco. What's more, San Francisco already owned a hydropower system (Hetch Hetchy), and, by a special act of Congress, the city was required to bring that cheap power to its citizens. It had never done so.

The opposition was orchestrated entirely by PG&E. The utility alone poured some $680,000 into defeating Prop. K, relying on what turned out to be patently false statements, in a massive public relations advertising campaign.

Both papers endorsed opposition to Prop. K. But more important, both refused to report on the campaign. Together, the Examiner and Chronicle published a total of less than 600 words on Proposition K, and neither paper challenged the PG&E arguments. Neither once mentioned that PG&E was the sum and substance of the No on K campaign.

The Ex/Chron's real estate

Why did that happen? Forget the papers' endorsements. Why did they ignore the Prop. K cam-

continued next page

Scripps-Howard's News are merged in 1959 into the News-Call-Bulletin. In 1969, Hearst sells its Sun-Telegraph and leaves Pittsburgh to a Scripps-Howard/Block JOA.

In 1962, Hearst becomes sole owner of the afternoon News-Call-bulletin. Scripps-Howard leaves town and Hearst has a powerful morning and afternoon position.

- In the subsequent 1981 antitrust trial, Pacific Sun attorney Art Shartsis argues that the evidence is overwhelming that from the moment in 1962 when the Examiner had control over the market (by buying the News-Call-Bulletin) it went for a merger with the Chronicle, for supremacy profits with no risk or bother of competing.
- The Guild's William J. Farson testifies in 1967 about the paper's Justice Department request for an investigation into Hearst/ Scripps-Howard market sharing, "The Justice Department said they would look into it but they couldn't find any information that they could use. When the first one came about in Pittsburgh, we went back to them and they said, 'Well, now it is too late. How do you unscramble the eggs?' So we had to wait for the next egg breaking, and it was too late for unscrambling the eggs in San Francisco."

Farson also testifies he considered that the Pittsburgh/ San Francisco switch was part of the UPI deal in 1958, but that the Guild's action and publicity helped postpone it for four years.

1960: The Chronicle overtakes the Examiner in weekday circulation. The Examiner, which for years has poured millions of dollars of profits into the Hearst corporation and which had earned $6.5 million in 1955-59 alone, shows a "financial loss" for the first time in years, according to the Examiner's own statement in the Pacific Sun antitrust suit in 1980 and 1981.

However, Hearst's detailed profit and loss statements and other financial data unearthed during the antitrust trials show that the Hearst Corporation in New York has been milking the Examiner and that much of the Examiner's losses were Hearst profits.

From 1954 to '64, the Examiner paid some $5 million in unnecessary fees or overcharges to Hearst Corporation, according to the antitrust trial exhibits. For example, the Examiner was overcharged $1.8 million in management assessments, $1.6 million above market rates for national ad commissions and $1.6 million for an old-fashioned supplement, the *American Weekly*.

1961: In the early 1960s, General Electric, Westinghouse and 27 other manufacturers of heavy electrical equipment are indicted by a federal grand jury for price-fixing. Subsequently, they either plead guilty or no contest. Some company officials are jailed. Then, under provisions of the antitrust laws, private and public utilities bring thousands of suits for treble damages. Ultimately, these cases are settled for almost $500 million.

1962: Charles Gould, the new Examiner publisher, writes a series of memos over the next few years to Hearst headquarters in New York. They are placed in the court record in the second Pacific Sun trial in 1981.

Time and again, Gould argues

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paign as a news story? Why is that just one of the dozens of instances in which the papers refuse to provide even the type of routine coverage that other papers consider their "moral obligation"?

Liebert may not know the answer, but we've come up with a few good reasons.

First, as several articles in this issue of the Bay Guardian make clear, the two newspapers have a monopoly grip on the daily newspaper market. Thanks to a special act of Congress, the Newspaper Preservation Act of 1970, they operate as a single business — and it's the only game in town. Most important, the two papers split profits from both operations right down the middle. So, on strict economic terms, there is no reason whatsoever for the two to compete (see "The economics of monopoly journalism," page 17).

The Examiner and Chronicle are also inextricably connected to the downtown business establishment. The connections occur on almost every possible social, economic and political level.

Both papers are, and have been for years, members of the major business groups such as the Chamber of Commerce and the Bay Area Council that lobby for and organize pro-downtown campaigns. Both papers rely on advertising from major downtown industries — stores, corporations, utilities and the like. As big businesses themselves, both are affected by city taxes and by the level of services the city provides the downtown area. For years, families that own both papers have been active in social clubs and organizations such as the Pacific Union and Bohemian clubs, where they interact on a day-to-day basis with other powerful San Francisco leaders (see chart pages 18 and 19).

As if the papers' close ties to the political structure weren't enough, this year Mayor Dianne Feinstein appointed Joseph Barletta, president of the jointly owned newspaper agency, to the Public Utilities Commission. The Examiner and Chronicle now have their own direct representative on a city policy-making body that, among other things, oversees the Hetch Hetchy Department of Water and Power, and so administers PG&E's ongoing multi-million-dollar yearly scandal in keeping public power out of San Francisco.

But there's another reason, too. What we confirmed, after a lengthy investigation into the workings of the Ex/Chron combine, is that the owners of the two papers are more than just friendly allies of the big real estate interests, developers and downtown corporations in the city. The fact is, the Examiner, the Chronicle and the families that own them are themselves among the biggest landowners in San Francisco. Also, Chronicle family members are heavy investors in several of the biggest downtown firms — PG&E, Crocker Bank and Transamerica among others — that are reaping huge profits from the Manhattanization of San Francisco.

Yerba Buena benefits

It's no secret that the Examiner and Chronicle own some prime land in the city. The Bay Guardian pointed that out in 1970 in a series on the Yerba Buena Redevelopment Project. The two papers, both gung-ho advocates of the projects, owned several parcels near the project — and the project area lines were carefully drawn to keep the Ex/Chron lots outside the area slated for condemnation.

More recently, freelance reporter Gar Smith also detailed the Chronicle's and Examiner's land holdings near Yerba Buena in a 1981 story in Mediafile, the newspaper of Media Alliance.

But until now, nobody outside the Ex/Chron inner circle had any idea of just how extensive were the Examiner and Chronicle holdings in local real estate and major downtown corporations.

The total figures are staggering. Between 1970 and the present, while San Francisco was being transformed by what is now the biggest highrise development boom in the nation, the owners of the city's only two daily papers owned or had a direct financial interest in 52 prime downtown parcels, with a combined assessed value of $137 million.

PG&E, Crocker Bank and the Clift Hotel

Among other investments, the Chron owners had a major interest in Allied Properties, which for years owned the Clift Hotel. The family owns stock in Parrott Investment Company, which is listed on the City Assessors' rolls as owning the land under the Emporium. Through Allied and Parrott, they had an interest in five prime lots on the corner of Battery and Front and an office building at 79 Montgomery.

The corporations that own the two papers also own more than 20 lots near Fifth and Mission and most of a city block just a few hundred yards from Candlestick Park.

Also, information contained in the estate records of several deceased members of the deYoung family, which owns the Chronicle outright, revealed that family members (including two former Chronicle publishers, George T. Cameron and Charles deYoung Thieriot) had heavy investments in local corporations. For example, the estate of Cameron's wife Helen, who died in 1969 (14 years after her husband), showed she owned $208,000 worth of PG&E stock, $188,702 worth of Standard Oil of California, $138,000 worth of Pacific Telephone and $264,000 worth of Crocker Bank.

The owners of the Examiner and Chronicle are more than just friendly allies of the big real estate interests, developers and downtown corporations. They are themselves among the biggest landowners in San Francisco.

Charles deYoung Thieriot, who succeeded Cameron as Chronicle publisher, died in 1977. His estate included 1,933 shares of Standard Oil, valued at $79,123, and 1,000 shares of Crocker National, valued at $27,062.

The single largest block of stock we found in any family estate belonged to Cyril Tobin, who left $2.2 million worth of stock in Transamerica Corporation (see chart, pages 18 and 19).

Hibernia Bank directors

In addition, until 1982, members of the deYoung family had direct control of the Hibernia Bank and owned tens of millions of dollars worth of Hibernia stock. At least three family members still own stock in the bank. The three continue to sit on the board of directors, even though the controlling interest has been sold to overseas investors.

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CHRONOLOGY

continued from previous page

forcefully that the Examiner can make big profits in San Francisco and that the newspaper's problems stem from an antiquated plant and equipment. Gould also makes clear that the Examiner can successfully compete with the Chronicle and lays out plan after plan to do so.

For example, on June 4th, Gould writes to G.O. Markuson, general manager of Hearst Newspapers in New York. "Within ten days after I arrived in this city, I was sadly aware of the archaic production facilities being used by the Examiner. A modern efficient plant could reduce the Examiner's present operating costs by $790,000 a year."

Emphasizing he wants to compete and not merge, Gould proposes, "Plan D: establishment of an all-day newspaper.

"This is the boldest paper. I think it is the safest. The surest. The soundest.

"I think that overnight it could give Hearst a newspaper with more than 400,000 circulation. It would be dominant in the market. I think that it would grow from this figure and that the Chronicle would never again overtake us."

Gould's memos show he is convinced the Examiner can beat the Chronicle. However, his superiors in New York see another alternative: a price-fixing, profit-pooling Joint Operating Agreement with the Chronicle. Gould is ordered to study and plan for a merger with his competitor.

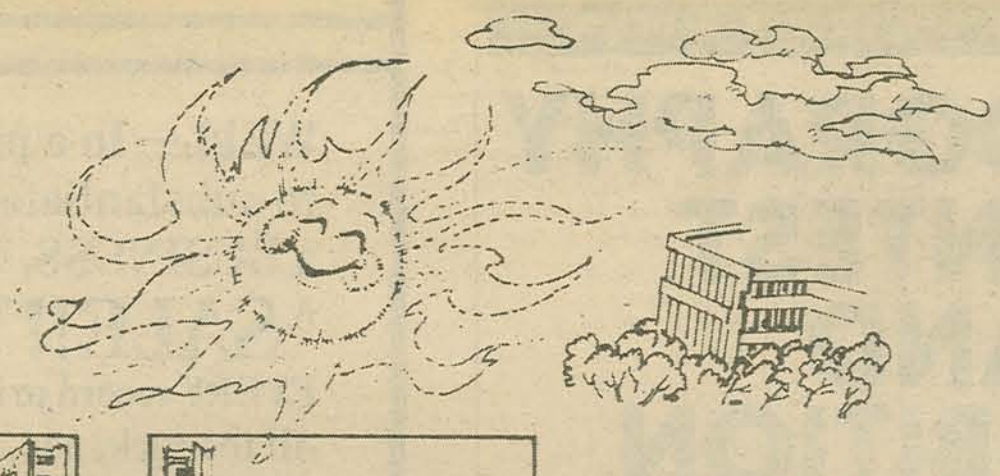
● In September, Randolph Hearst moves to San Francisco from Los Angeles and assumes an active role in managing the Examiner. One month after coming to town, Hearst invites Chronicle Publisher Charles Thieriot to lunch with him at the Pacific Union Club atop Nob Hill. Hearst proposes a merger between the Examiner and the Chronicle. Thieriot says he must consult with his family. As Berkeley Barb attorney Richard Harrington argues in the 1981 antitrust case, Hearst could not in one month have studied the complex alternatives before proposing the merger to Thieriot. Hearst is pushing but one alternative.

1963: In February, Chronicle publisher Thieriot attends a meeting in New York at Hearst Company headquarters. Thieriot, according to his later deposition in the Pacific Sun case, insists on two major preconditions to a merger: that there be no objection from the Justice Department and that the Chronicle would be the morning paper. Negotiations continue quietly at the Clift Hotel.

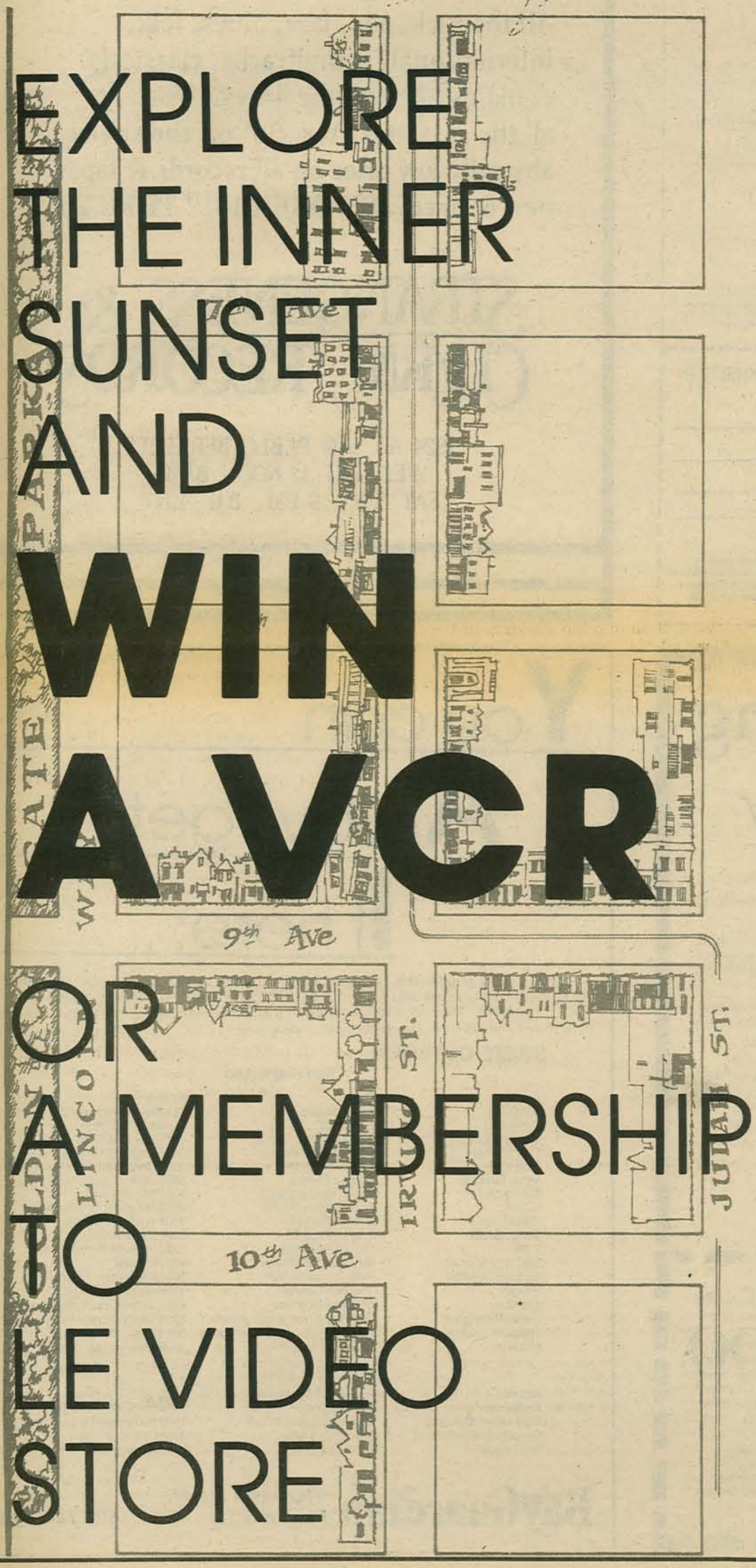
● In April, the Chronicle adds new presses as baseball season starts, thus gaining a circulation advantage over the Examiner by being able to give complete scores of games from the previous night.

1964: Over three decades, the Justice Department under attorney generals appointed by Presidents Roosevelt, Truman, Eisenhower and Kennedy, presents no serious obstacles to JOAs that have been taking tens of millions of dollars in monopoly-inflated profits out of their communities as a result of

continued page 13



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THE 1984 BAY GUARDIAN

PHOTOGRAPHY CONTEST AND EXHIBITION

DEADLINES FOR ENTRIES NOV. 20

RULES:
1. All entries must be black-and-white or color prints (no transparencies). Manipulations of prints (such as multiple printing, solarization, hand tinting and other special printing and developing techniques) are acceptable.
2. All entries must be matted or mounted on white or off-white board in standard sizes of 8 x 10, 11 x 14, 16 x 20 or 20 x 24 inches. The photo itself may be cropped to any size.
3. The contest is open to all photographers, amateur and professional. Staff members of the Bay Guardian and freelancers who have contributed more than one photograph since March 1, 1984 are not eligible.
4. Entries will be judged on the basis of originality of concept, technical execution and aesthetic impact.
5. All entries should be mailed or delivered (Mon.-Fri., 9 am-5 pm only) to the Bay Guardian, 2700 19th St., San Francisco, 94110.
6. Deadline for entries is 5 pm on Tues. Nov. 20, 1984. After the contest and exhibition, photographs may be picked up at the Bay Guardian during regular business hours. NO PHOTOGRAPHS WILL BE RETURNED BY MAIL. PHOTOGRAPHS MUST BE CLAIMED BY FEB. 1, 1985.
7. Photographs may be entered in one of the following categories:
 a. Black-and-White
 b. Color
 c. Non-traditional format — this category includes photo etching, photo sculpture, multiple printing, photo montage and other non-traditional formats. Please consider space restrictions. (We reserve the right to reject work because of size.)
 d. Photo-journalism — black-and-white photographs of current (1983-84) events of newsworthy stories in San Francisco and the Bay Area.
8. Entries are limited to two per category (a total of 8 per entrant).
9. There is a $3 fee per entry (by check or money order).
10. The official entry blank or facsimile must be taped or pasted to the back of each photograph. There must be no identifying marks on the front of any photograph.

THE PRIZES:
1st prize in each category: $200 gift certificate.
2nd prize in each category: $100 gift certificate.
PLUS: Prizes for third and fourth place winners.

JUDGES:
Patti Carroll, Curatorial Assistant, Department of Photography, Museum of Modern Art
Pirkle Jones, Faculty member, San Francisco Art Institute
Paul Raedeke, Photo Editor, *Photo Metro*

EXHIBITION:
Prize-winning black-and-white photographs will be published in the Bay Guardian. Prize-winning photographs and runners-up will be exhibited from Dec. 12th to Dec. 22nd at 20x20 Gallery (1261 Howard, SF). A reception will be held at the Gallery on Fri., Dec. 14th. Winners will be announced in the Bay Guardian's Dec. 5th issue. A complete list of all artists whose photographs are to be exhibited will also appear in the issue.

THE 1984 BAY GUARDIAN PHOTOGRAPHY CONTEST AND EXHIBITION

Name_____ Phone _____

Address _____

CATEGORY: Color _____ Photo-journalism _____

Black-&-White _____ Nontraditional Format _____

Drop by or mail to: San Francisco Bay Guardian, 2700 19th St., San Francisco, CA 94110.

Please attach this form or a facsimile to the back of each photograph. The Bay Guardian will handle photographs with care but accept no responsibility for photographs while they are in our possession. Photographs must be picked up by Feb. 1, 1985. Pick up entry forms at the following San Francisco locations: Photographer's Supply, 576 Folsom. Columbus Camera and Superlab, 753 Columbus., Fireside Camera, 2117 Chestnut., Adolph Gasser Camera Stores, 5733 Geary and 181 2nd St. San Francisco Bay Guardian office, 2700 19th at York.

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Financial	Newshut	Market at Fremont
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Civic Center	Civic Center Books	360 Golden Gate (at Hyde)
Noe Valley	Bud's Ice Cream	1300 Castro (at 24th St.)
Inner Sunset	Pacific Stereo	3555 Geary (near Stanyan)
Richmond	Green Apple Books	506 Clement (at 6th Ave.)
Union	Solar Lights Books	2068 Union (at Buchanan)
Russian Hill	Edible Delights	1901 Hyde (at Green)
North Beach	Tower Records	Columbus at Bay
Polk	Carlene's of Maui	1237 Polk (at Sutter)
South of Market	Ray's Coffee Shop	633 Howard
South of Market	Ruby's Restaurant	500 Brannan (at 4th St.)
Haight	The Booksmith	1746 Haight (at Cole)
Mission	SF Bay Guardian	2700 19th St. (at York)
Outer Richmond	Cover to Cover Booksellers	2254 Clement (at 24th Ave.)
Haight-Fillmore	Haight-Fillmore Whole Foods	501 Haight (at Fillmore)
Mission	Rainbow Grocery	1899 Mission (at 15th St.)

East Bay

Albany	Pegasus Fine Books	1855 Solano (at Fresno)
Berkeley	Upstart Crow	University at Shattuck
Downtown Oakland	Bay Area Rapid Press	1520 Broadway (at 15th St.)
Grand Lake (Oakland)	The Coffee Mill	3363 Grand (at Elwood)
Rockridge	Chimes Market	at Rockridge Bart

The San Francisco BayGuardian 2700 19th Street, San Francisco 94110 (415) 824-7660

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In other words, when the Chronicle refused for 60 years to publish the facts of how PG&E was keeping cheap public power out of San Francisco, to the advantage of PG&E, it was also avoiding a scandal that could have caused a sudden drop in the value of stock owned by the man who published the paper for 30 years and his family. And when both papers used their editorials and news columns to help defeat initiatives against highrise development in 1971, '73, '79 and '83, they were also helping ensure that the value of their own downtown property and investments would continue to climb.

If we need to spell it out for you, we will: In the same way that CBS owned the 1968 Yankees, the Examiner and Chronicle own a big chunk of the gold mine that is downtown San Francisco.

Why not the Ex?

Of course, if the Chronicle had a conflict — as with PG&E — it shouldn't affect a competitive paper. So why didn't the Examiner give even token coverage to the Prop. K campaign? To hear the papers' staffs tell it, the Examiner and Chronicle compete bitterly for news items.

In 1970, five years after the merger, Examiner publisher Charles Gould told a Senate subcommittee

Neither the Chronicle nor the Examiner takes on major stories that could threaten the interests of the downtown developers and major corporations that control the directions of city policy.

that, "from an editorial standpoint, I don't know any place in the United States where there is stronger editorial competition than presently exists in San Francisco."

Is that really true?

Of course not. It wasn't true then, and it isn't true now. And there are plenty of concrete examples to prove it.

In 1969, the Federal Communication Commission decided to hold hearings in San Francisco on the license renewal application of KRON, the Chronicle's TV station.

That the FCC had called the hearings was, in itself, a highly unusual action, as most licenses are simply rubberstamped. The FCC move had come after several citizens, including former KRON cameraman Al Kihn, charged in letters to the commission that the station was not living up to its FCC-mandated public interest commitment.

Specifically, Kihn charged, the station was censoring stories and gearing its news coverage to items that would increase the station's profits and preserve the Ex/Chron monopoly. The potential conflict created by one member of a monopoly news combine also owning a major TV station in the same city was a key issue leading to the hearing.

18TH ANNIVERSARY SPECIAL

UP AGAINST THE MEDIA MONOPOLY

It's not all that surprising that the Chronicle failed to report several damning admissions by key KRON executives and scathing charges by citizens such as Kihn. What made the news reports on the hearing so interesting was that the Examiner — the ostensible competitor — suppressed the same charges, giving coverage almost identical to the Chron's.

Neither paper, for example, reported two memos by Hearst executive Wells Smith that revealed how the papers never intended to be competitive (for details, see Chronology, page 7 and "The Crybaby Millionaire Lawbreakers Relief Act," page 29).

Nor did the Examiner report the testimony of Art Brown, a KRON newscaster who stated that he had been instructed by the KRON news director not to use the words "merger" or "monopoly" in covering the 1968 newspaper strike.

Like the Chron, the Ex used mainly glowing terms to refer to pro-KRON witnesses and derogatory terms for those challenging the license. Charles deYoung Thieriot was, according to the Examiner, a "calm and cooperative witness." Chronicle managing editor Gordon Pates "calmly explained the facts of life on a major metropolitan newspaper" and "was never flurried."

By contrast, the Ex charged in the lead to one of its stories that "KRON attorneys continued to chop away at Albert Kihn's integrity, reliability and character." By the end of the hearing, the story declared, "Kihn's infectious smile had become a twisted grin."

And, despite the fact that the hearings were held in San Francisco and were certainly one of the biggest television stories to hit town in years, the TV columnists on both papers totally ignored the entire episode.

Embarrassing details not reported

In 1974, following the kidnapping of Patty Hearst, the daughter of Examiner Publisher Randolph A. Hearst, Bay Guardian reporter Burton Wolfe showed in a May 11, 1974 story yet another example of how the two papers worked editorially on a major local story almost as if they were one.

Again, the kidnapping was a story in which one of the papers — this time, the Examiner — had a clear interest. But that interest transcended a paper's normal concern for a father and his kidnapped daughter. Some of the details that came out during the incident were things Randolph Hearst found embarrassing to himself personally.

For instance, it became clear during the investigation that Patty Hearst was living with Steven Weed, to whom she was not married; that quantities of marijuana were found in Weed's apartment; and that Randolph Hearst had hired psychics to perform strange rituals in the hope of locating the kidnappers.

What's more, the Hearst family was declaring publicly that it lacked the money to pay Patty's $2 million ransom — although observers of the family's lifestyle could certainly question that fact.

Not surprisingly, all of these details were kept out of the Examiner. But they were also kept out of the Chronicle.

Reporter resigns

Wolfe wrote that Chronicle reporter Tim Findley resigned over the censorship after attempting for weeks to get some of these and other similar details into the paper. A story revealing that Symbionese Liberation

continued next page

CHRONOLOGY

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their per se rate-fixing, profit-splitting, market-sharing violations of the antitrust law.

The JOAs continue to grow in number until they total 22 in 1966. The JOA ownerships generally claim to be committed to free enterprise and the public's right to know in their editorial pages, but they keep secret the illegal and anti-competitive practices of their monopoly arrangements.

For example, the mere existence of a profit-pooling arrangement in St. Louis, disclosed in 1967 in Senator Hart's hearings on the "failing newspaper" act, came as a shock even to top managers in the Globe-Democrat, owned by Newhouse, and the Post-Dispatch, owned by the Pulitzer Publishing Company.

Finally, the Justice Department initiates a general investigation of the JOA agreements.

- In San Francisco, Gould's stiff objections to the merger continue to be overruled. He isn't allowed to take the necessary steps to compete with the Chronicle, while the Chronicle is busy increasing its circulation lead, particularly in the suburbs, and improving its press facilities.
- Hearst official Wells Smith totals up the early potential profits from a JOA in a letter to Markuson in New York: "We estimate that operations in the first full year would break even, in the second year an operating profit of approximately $3,000,000 and in the third year (after the installation of additional press equipment, et cetera), an operating profit of between four and $5,000,000."

Thus, rather than modernize its facilities, the Examiner continues with its archaic plant to help insure it will appear as a "failing newspaper" to the Justice Department — a condition necessary to get Justice Department approval for an exemption from antitrust law.

This is a rational investment, as Pacific Sun attorny Shartsis argues in 1981: "the $12 million of losses incurred by the Examiner and News-Call-Bulletin from 1962 through 1965 in reality were an entirely rational investment by Hearst which Wells Smith, Gould and Hearst rationally anticipated would throw off a return of 25% per annum under the JOA."

- On Oct. 23rd, after many negotiating sessions at the Clift Hotel, Hearst and the Chronicle agree to a JOA merger. They agree to kill Hearst's afternoon News-Call-Bulletin, switch the Examiner from morning to afternoon and give the Chronicle the dominant morning position. The Examiner would publish the Sunday edition, with some inserted Chronicle-edited sections. The plan is to be kept secret while the publishers seek advance approval from the Justice Department.

1965: On Jan. 4th, the Justice Department moves on its 1964 investigation and files a civil antitrust suit against the Joint Operating Agreement in Tucson.

On April 16th, Federal District Judge Walsh rules in favor of the Justice Department, finding the JOA agreement between the Tucson publisher to fix prices,

continued next page



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continued from previous page

Army leader Donald Cinque had once been a paid police informant was censored, according to Findley, after Hearst phoned Chronicle Publisher Charles deYoung Thieriot and asked him to kill it.

"Now, how the hell do you suppose Hearst knew in advance that the story was written?" Findley asked.

Shaping the nation's news

The significance of the Ex/Chron news coverage goes much further than merely depriving the central Bay Area of the type of morning and afternoon newspaper coverage it needs.

It's no secret that, like other wire service bureaus around the country, the local offices for AP and UPI rely heavily on the major local newspapers for the nuts and bolts details of local news.

The local TV stations also largely take their cues for news coverage from the two dailies. As one test, we monitored every local TV station's evening news program for a full seven-day period (Sept. 19th-26th) during which there was no dramatic news event to cloud normal coverage. We found that not one local TV news station ran a major San Francisco story not already broken by the Examiner or Chronicle. Not one. The local TV news consisted largely of police reports (accidents, murders, etc.) and updates on Ex/Chron stories (such as the district attorney's investigation of the Lord Jim's incident and the Board of Supervisors' parking plans).

In other words, what the Examiner and the Chronicle say and don't say defines in large part what people in the Bay Area hear, see and read about the workings of their region. Through the wires, it also shapes the visions people in other American cities have about San Francisco.

To see how this works, you need look no further than the way the Examiner and Chronicle covered the release of the Downtown Plan. The plan was not just another routine-press-release-type project of the city bureaucracy. It was the culmination of some five years of study, debate and discussion. At the time of the plan's release, more than $500,000 already had been spent on studies on the issues.

It was also — or should have been — a matter of crucial concern to the people who live in San Francisco. The Downtown Plan was to guide development policy into the year 2000. It would determine the number of new commuters crowding onto the bridges at rush hour, the number of parking spaces in neighborhoods adjacent to downtown and the number of Muni buses available to both commuters and non-commuters.

It would also have a major impact on the demographics of the city's population. As the studies showed, the development boom was directly linked to a net loss of 10,000 blacks and 60,000 children from the city, to a jump in housing costs and to a huge increase in "gentrification."

No advance mention

Neither paper mentioned any of this in advance of the plan's release. Nor did either report a word on the $500,000 consultant's study and how it affected the plan's policy proposals. They also both ignored the fact that the plan was released just two-and-a-half months before the citizens would vote on Prop. M, an initiative that presented a distinct policy alternative to the plan.

When the document was released at a 10 am press conference Aug. 25th, it was accompanied by a press release that said the plan would "cut the city's development potential in half." The Examiner's afternoon edition on the same day proclaimed in a banner headline,

CHRONOLOGY

continued from previous page

pool rates and share markets to be per se violations of antitrust law. The decree does not prohibit all forms of joint operation (for example, joint printing), but it does require the two papers to submit a plan for divestiture, to reestablish the Star as an independent competitor and to modify the JOA so as to eliminate the price-fixing, profit-pooling and market-control provisions.

● The Examiner and Chronicle wait for Justice Department approval. Gould is increasingly frustrated over the delays and his memos show how much the Examiner has purposely become a "failing newspaper" in anticipation of the merger.

On April 3rd, Gould totals up the damage in a letter to Markuson: "For two years, five months and ten days, every action on our part has been clouded by the Master Plan [the merger]:

"We shelved all consideration of cannibalizing the evening paper [News-Call-Bulletin] to strengthen the morning. We shelved all plans for a new plant. We shelved our request for the Milwaukee presses [from the Milwaukee Sentinel's folding in 1962]. We backed away from market research needed for our selling efforts.

"We slowed down in personnel changes because of the prospects of an early fusion of our two forces. We softened some of our competitive attacks in the interest of not rocking the boat. We refused to make needed plant changes and improvements because of the immi-

18TH ANNIVERSARY SPECIAL

UP AGAINST THE MEDIA MONOPOLY

" Plan: Cut Development in Half."

In the ensuing days, both papers ran numerous stories portraying the plan as a tough proposal aimed at controlling highrise growth. Nationwide, the media picked up that line. San Francisco, led by Mayor Dianne Feinstein, was portrayed as taking a dramatic new approach to limiting development.



GUARDIAN PHOTO BY MARTIN E. KLIMEK

Once upon a time, big city newspapers proclaimed themselves as independent watchdogs of government. Today, Joseph Barletta, president of the San Francisco Newspaper Agency, sits as Mayor Feinstein's most recent appointee to the city's Public Utilities Commission. The agency is the Examiner/Chronicles's business arm.

But those who actually read the plan — as opposed to the press release — found a very different story. Nowhere did the plan contain a single growth-limiting measure. In fact, it promoted a level of development equal to that occurring during the previous ten "boom" years.

EIR confirms problems

Several months after the plan came out, an Environmental Impact Report reviewing the document came to precisely that conclusion. The Examiner, in a March 16th story, announced a "Hellish downtown seen by year 2000." The Chron said essentially the same thing.

But neither paper asked the obvious question: Why did the mayor and her planning director announce in August that the plan would control growth? Why did

continued next page

nence of the master plan."

He notes that the Chronicle's Thieriot "was not similarly inhibited." According to Gould, Thieriot "went into a crash program of plant improvement in the knowledge that if the plan was consummated we would pick up half the tab. And, if it was not, he could use the improved facilities to knock us out of the box.

"He installed new presses. He installed a computer. He improved his stereotype department. He improved his composing room."

"Frankly, Mark, this has been the longest, most frustrating 30 months in my career. We have been forced to give employees, readers and advertisers a lot of double talk while we fought to keep the Examiner strong while also keeping our evening nest warm and clean against any eventuality."

However, Gould is still convinced the Examiner can beat the Chronicle and turn a profit — despite Hearst's private claims of the Examiner's ruinous and irrevocable financial failure to the Justice Department. Gould writes he is prepared "to turn a profit. . . the moment all are convinced that it is fruitless to pursue the golden carrot of togetherness."

Gould proposes more plans to beat the Chronicle, including offering Herb Caen and his associate Jerry Bundsen up to $100,000 to lure them back to the Examiner.

Gould also suggests in his April 3rd letter another method to attack the Chronicle. It is a lawsuit against the Chronicle for unfair trade practices similar to those filed by the

continued next page

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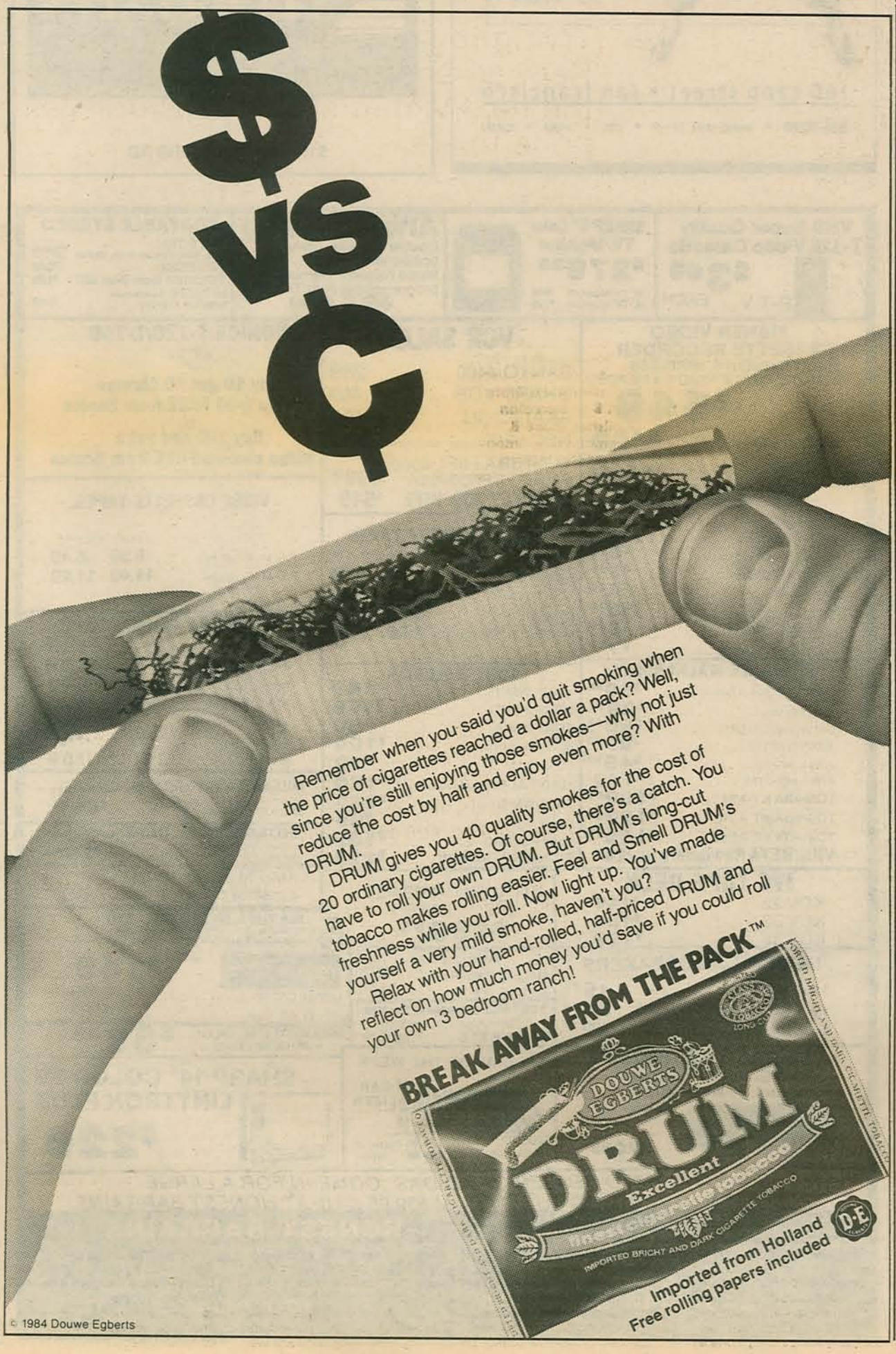
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continued from previous page

the press release bear little resemblance to the facts of the matter?

What would the plan *really* do — control growth or create a hellish downtown?

From reading the San Francisco dailies, you would have had little way of knowing. Nor would you have had any way of knowing from the two papers' coverage of Prop. M that the initiative would lead to a very different image of the city in the year 2000 — less hellish, less developed, less crowded. It would have done precisely what Feinstein claimed the Downtown Plan would do.

Instead, as the November 1983 election approached a political consulting firm hired by the Chamber of Commerce produced about $60,000 worth of slick direct mail flyers smothering the proposition and suggesting it would destroy the city by driving out businesses. The Downtown Plan was presented as a "reasonable" alternative that would accomplish much the same thing.

Claims ignored

Not once did either paper seriously attempt to debunk those claims — or even to support them. Nor did they so much as mention the fact that the No on M campaign was a front group, run entirely by an outside consultant, hired by the Chamber and paid by huge contributions from downtown developers.

Proposition M lost, by about 1% of the vote. And in about a month, the City Planning Commission will vote on the Downtown Plan. In the past six months, several thousand more pages of studies have been released on the plan — and scarcely a word has appeared about them in either paper.

The Mandel-Chron conspiracy

Postscript: Not too long ago, I called Examiner columnist Bill Mandel to ask about something he'd written on the Democratic National Convention. Mandel wasn't in the first time I tried, so I called again a few hours later.

This time, he answered the phone and apologized for missing my earlier call. "I'm sorry I wasn't around," he said. "I was off conspiring with the Chronicle."

What Mandel was saying was that he considers the Bay Guardian is crazy to suggest that the two papers share more than a printing plant, a few bits of property and an ad agency. The newsrooms are separate operations altogether.

When you get right down to it, his comment has the same tone as Liebert's assertion that the publisher never censors his stories. And my response is the same: That's not the point.

Nobody ever said that Richard Thieriot hangs like a vulture over Liebert's desk, or that Mandel and Herb Caen hold weekly coffee Klatches to divvy up their items for the week. It makes little difference who drinks in which bar.

The bottom line is that, whatever he or she might say about the process, nobody at either paper can deny the final result. San Francisco suffers deeply from a lack of fair, comprehensive news coverage on the type of major issues that affect the future of its citizens. The Examiner and the Chronicle don't jeopardize their own interests, they don't jeopardize each other's interests and they don't jeopardize the interests of the wealthy, powerful people who run San Francisco.

It's no coincidence that a lot of those interests — the Examiner's, the Chronicle's, PG&E's, the Chamber's — are not just similar but precisely the same.

And it's no coincidence that all the rest of us are worse off for it. ■

CHRONOLOGY

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Justice Department in a Lima, Ohio Daily News case.

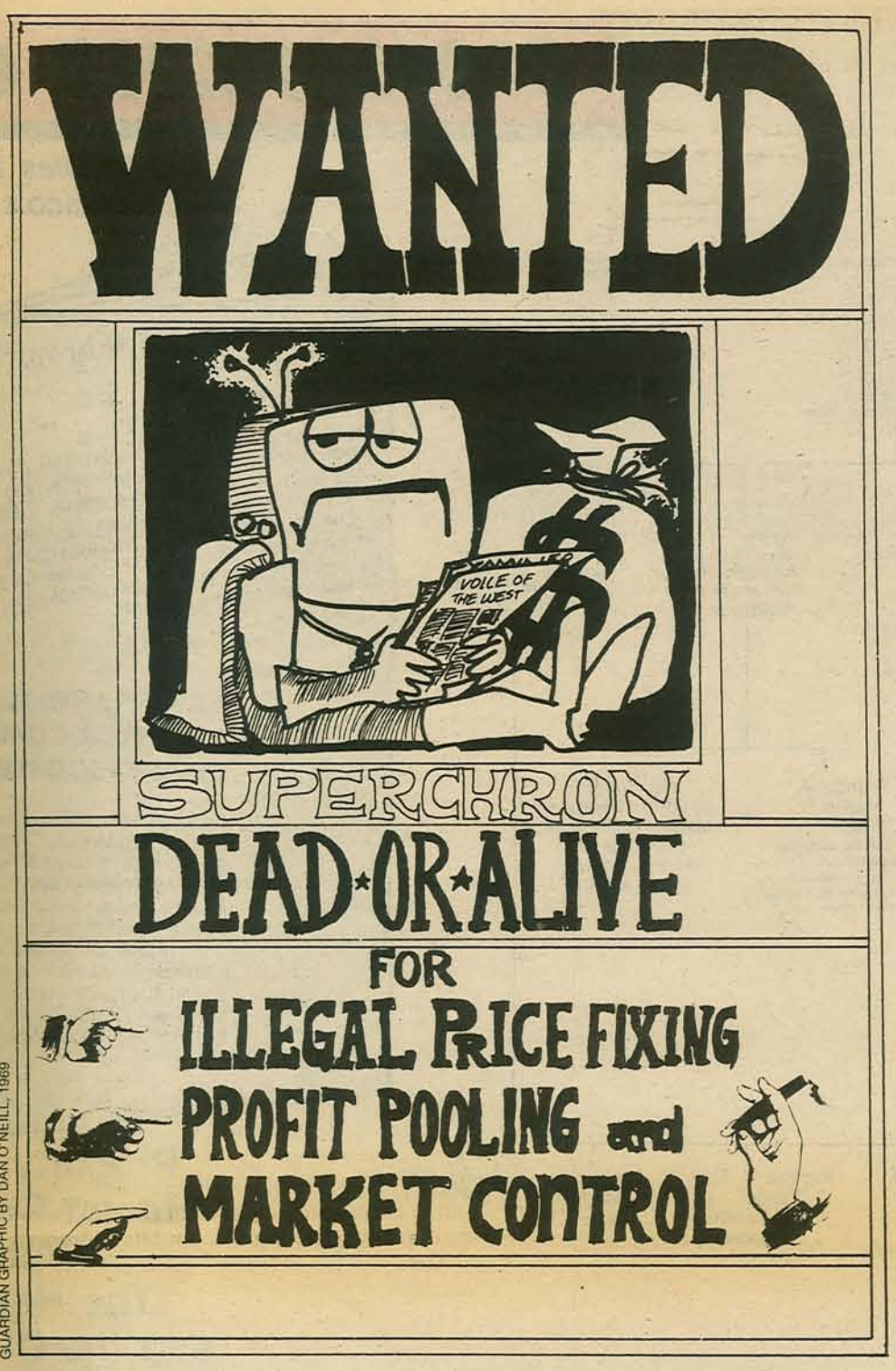
"We would have one stronger point than the government had in the Lima case. We could charge that the Chronicle used a 'public trust' in its TV franchise — to produce the funds to finance the unfair trade practices. . . . I think a threat of this kind which might result in the loss of the franchise would bring Mr. Thieriot to his senses in a hurry."

● On Sept. 1st, the Chronicle sends its attorneys to Carson City, Nevada to file incorporation papers for the JOA with the Nevada secretary of state's office.

They don't call the new company the San Francisco Printing Company. Instead, they name it, "Central State Enterprises, Inc." Nor do they list the real directors — Hearst and Chronicle executives whose names might be recognized. Instead, they list six attorneys who have represented them: Robert Raymer, John E. Schaeffer, Charles W. Kenady, R. Barry Churton, J. Raymond Healy and James Murad, all with a post office address of 701 Crocker Building, San Francisco 94104.

Nor did they say who filed the articles of incorporation. They say it was filed "at the request of CT Corporation System, 333 Pine Street. Neither do they give a San Francisco address for the new corporation. Its headquarters is listed as 1 East First Street in Reno (the First National Bank of Nevada).

"Why Nevada?" The Bay Guardian asks in its Feb. 7, 1968



GUARDIAN GRAPHIC BY DAN O'NEILL, 1969

The Examiner/ Chronicle joint agency monopoly, as pictured by Dan O'Neill in 1969. The drawing was used to illustrate excerpts from Bay Guardian publisher Bruce B. Brugmann's testimony against the "failing newspaper" act before the Senate antitrust subcommittee.

The economics of monopoly journalism

Trying to sell a bike? Find a job? Rent an apartment? You may be the next victim of the Ex/Chron price fixers.

BY TIM REDMOND

"Power does not countervail. It attracts. Among the powerful, mutual assistance pacts are less painful than prolonged strife.

Faced with such strength, the individual citizen should be excused if he feels himself overwhelmed by forces which, like X-rays, he knows exists but cannot discern."

— Morton Mintz and Jerry S. Cohen, *America, Inc.*

The number to call is 777-7777. Go ahead — try it right now. Pick up the phone, dial the number. When a classified clerk at the San Francisco Newspaper Agency answers, say you want to sell your bicycle by placing a classified ad — in the San Francisco Examiner.

Explain to the salesperson that you don't want your ad to run in the Chronicle, because it is circulated everywhere from Ukiah to Monterey and you just want to sell your bicycle in San Francisco. And you'd like to know how much the ad will cost.

If your experience is anything like ours has been — all of us involved in researching this special issue have tried at least once or twice in the past month — then the salesperson will ignore everything you have said about the Chronicle and will start quoting you a rate for combined Examiner/Chronicle circulation.

Be firm. Remember: You don't want to pay for all those readers up in Ukiah who aren't going to travel 100 miles just to buy your bike. Besides, your horoscope says you will sell your bicycle late in the afternoon. So you want the afternoon paper, and that's all.

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edition, detailing "The Secret Merger Deal" for the first time. "Well for one thing, the state has neither corporate nor personal income taxes.

"Why the secrecy? Obviously, the publishers felt it would be easier to combat complaints of their employees, their readers and the public it they could present them with an accomplished fact."

Finally, The New York Times breaks the story, the Oakland Tribune runs it and publishers of the Chronicle, Examiner and News-Call-Bulletin are forced to run an AP story on the merger that ends with what must undoubtedly be the most famous line in San Francisco journalism: "Neither publisher was available for comment."

The incorporation papers are hurriedly amended to change the name for Central States Enterprises to the San Francisco Newspaper Printing Co., Inc.

On Sept. 13th, ten months after the Justice Department has attacked the Tucson JOA in a federal antitrust suit and five months after the federal district court ruled in favor of the Justice Department, Hearst and Thieriot belatedly confirm the rumors, kill the News-Call-Bulletin, announce a joint agency merger agreement and end newspaper competition in San Francisco. (The SF JOA becomes the largest JOA in the country. And the San Francisco market becomes the only one of the top ten newspaper markets in the country without daily competition).

The new JOA has the same rate-fixing, profit-pooling and market-sharing aspects that have been held per se violations of the antitrust law in Tucson.

But the publishers' merger announcements in San Francisco don't spell out these illegal monopoly practices, nor their obvious antitrust problems.

The publishers allege they have gotten advance "clearance" from the Justice Department, but they neither produce nor quote from the "clearance" letter.

The reason the publishers can't publicly use the letter is obvious once the letter is revealed three years later. It isn't — and can't be — the green light the publishers were claiming because of the pending Tucson case. The two paragraph letter, disclosed by the Justice Department in its 1968 testimony on the "failing newspaper" act), says in its entirety:

"On the basis of your submissions and our further review of the heavy losses being suffered by the Hearst newspapers in San Francisco, I wish to advise you that it is not the present intention of the Department of Justice to institute antitrust action against the implementation of the proposed production plan.

"As you know, we are presently reviewing a number of other newspaper transactions which could conceivably raise related problems. Accordingly, the Department must, of course, be free to take any future action which may be required to insure equality of treatment should the question arise."

Note that the letter says it is not the "present intention" of Justice to institute action against "the proposed production plan," (not a full-scale JOA).

This is consistent with a Justice statement reported by UPI on Sept. 19th, that it did not "oppose a production consolidation" of the San Francisco newspapers.

It is also consistent with a statement by then Assistant Attorney General Donald F. Turner on March 23, 1966. Turner is quoted in the UPI story as saying "he is not opposed to competing newspapers using a joint publishing plant as long as the agreement is designed to cut costs and not fix prices."

However, Turner's attitude, according to an interview published in the March 23, 1966 bulletin of the American Newspaper Publishers Association, is that if the agreements were widened to include arrangements for pooling profits, or fixing advertising circulation rates of two or more papers, then he considers the agreements illegal:

"Since San Francisco newspapers are fixing prices and are fixing advertising rates and are fixing circulation rates, their agreement, according to the Justice Department, is an illegal agreement."

In his 1969 testimony, UC law professor Steve Barnett sums up the Chronicle/Examiner pre-merger position: "The Chronicle and Examiner presumably had competent legal advice, and any antitrust lawyer would have advised them in September 1965 that the Government had an excellent chance of winning the Tucson case; that their proposed combination was likewise vulnerable; that suit could be brought against it by a private plaintiff if not by the Justice Department; and that if they went ahead with the combination they were doing so at their own risk.

● The Examiner/Chronicle continue their see no evil, hear no

continued page 21

THE deYOUNG FAMILY

Current family fortune estimated by Forbes magazine at $400 million.

Michel H. deYoung (1849-1925) **m. Katherine I. Deane** (1857-1917)
Founder (with his brother Charles[1]), of San Francisco Chronicle, estate at death: $2,896,440.

- Charles deYoung (1881-1913)
- Phyllis deYoung* (1891-) m. Nion Tucker
 - Nion R. Tucker, Jr. Died at Iwo Jima
 - Phyllis Anne Tucker (1919-) *Director, Chronicle Publishing Co.* m. Dennis McEvoy
 - Nion Tucker McEvoy (1952-)
- Kathleen deYoung (1888-1954) m. Ferdinand Thieriot (1883-1920)
 - Yvonne Thieriot* + (1916-) m. Ferdinand Stent
 - Ferdinand Thieriot
 - Charles deYoung Thieriot (1915-77) *Chronicle publisher 1955-77. Value of estate at death: $2,099,906.23.* m. Barbara Tobin
 - Richard Tobin Thieriot* (1942-) *Chronicle publisher, 1977-present.* m. Angelica Maria Reynal
 - Charles deYoung Thieriot II
 - Richard Reynal Thieriot
 - Charles C. Thieriot* (1947-)
- Constance deYoung (1885-1968) m. Joseph O. Tobin (1878-1977) *Descendant of Hibernia Bank co-founder Robert Tobin*
 - Patricia Tobin (1911-76) *Value of estate at death: $2,042,305.71.* m. Sheldon Cooper *Partner, Cooper, White & Cooper, Chronicle's law firm. Director, Hibernia Bank and Chronicle Publishing Co.*
 - Consuelo Tobin + (1914-) *Director, Chronicle Publishing Co.* m. Francis A. Martin Jr.
 - Francis A. Martin III (1943-) *Chairman, Chronicle Broadcasting Co. Director, Hibernia Bank. Vice-president, Ortega Investment Co.*
 - (four other children: Candyce Martin, Constance Mary Martin, Priscilla Martin, Helen Martin)
 - Michael H. Tobin* (1923-) *Director, Chronicle Publishing Co., Chairman emeritus, Hibernia Bank* m. Sally Fay
 - Joseph O. Tobin* (1953-)
 - Patricia C. Tobin* (1954-) m. Lawrence Kubal
 - Michael H. Tobin II* (1962-)
 - Katherine Tobin* (1957-)
- Helen deYoung (1883-1969) m. George T. Cameron (1875-1955) *Publisher, San Francisco Chronicle, 1925-55. Value of Helen Cameron's estate at death: $16,075,619.*

- John Parrott (1810-83) *Founder, Parrott and Co. Value of estate at death: $7,500,000.*
 - John Parrott Jr. *Founder, Parrott Investment Co.*
 - Abby Josephine Parrott (1884-1960) *Director, Hibernia Bank.*
 - Richard Tobin *Founder (with his brother Robert) of Hibernia Bank.*
 - (several other children)
 - m. Edward J. Tobin (1870-1961) *Former president, Hibernia Bank.*

MONARCHS OF

The families and co
San Francisco's daily n

San Francisco Chronicle

Founded in 1865 by Charles and M.H. deYoung
George T. Cameron, publisher 1925-1955
Charles deYoung Thieriot, publisher 1955-1977
Richard T. Thieriot, publisher 1977-present.
Owned by Chronicle Publishing Company, which is controlled entirely by the heirs of M.H. deYoung through the Chronicle Trust and the Ortega Investment Company.

SAN FRANCISCO NEW PRINTING COMPANY/ FRANCISCO NEWSPA

Established 1965 under a Joint Op Chronicle Publishing Company and T the JOA, each owns 50% of the pri both the Examiner and the Chronicle Agency, which handles advertising, p affairs for both papers.

All profits are divided equally, reg either paper. At the time of the agreen was in dire financial straits. But in th tion (1965-75), the Hearst and Chron $75 million in *net* profits.[7]

Property joint Hearst Corp. a Publishin
The Hearst C and the Chronic Company are San Francisco T rolls as joint 19 lots in dow Francisco. Th assessed value is $41.5 millio

BUSINESS ASSOCIA MEMBERSHIPS:

San Francisco Chamber of Com and Newspaper Agency all are me have been for many years.

Downtown Association: Both t members.

Bay Area Council: Both the members.

San Francisco Planning and (SPUR): Neither paper is a member records show the foundation gave group between 1975 and 1982.[8]

CLUBS AND SOCIAL

Data on current club members since most private clubs don't rel ers (perhaps wary of power struct list their affiliations in such guide *Register*. However, based on obi available, it's clear that many of members have for years belonged izations. (In fact, the original prop ment was made over lunch bet Charles deYoung Thieriot at the cisco.) Bohemian Club: Members Cameron and Richard M. Tobin. Tobin, Edward J. Tobin, George T Thieriot. Pacific Union Club: Ra dolph Hearst Jr., William Randolp M. Tobin and Charles deYoung Th

THE deYOUNG FAMILY EMPIRE

Enterprises owned or controlled by the family:

HIBERNIA BANK

Founded in 1859 by Richard and Robert Tobin. Control remained entirely within the family until 1982, when the bank was sold to a group of Indonesian and Hong Kong investors for $68 million. However, at least three family members have retained an interest in Hibernia: Sheldon Cooper, Francis A. Martin III and Michael Tobin are still on the Hibernia board of directors.

CHRONICLE PUBLISHING COMPANY

At present, all 500 shares of Class A voting stock in Chronicle Publishing are controlled jointly by Phyllis Tucker, Phyllis T. McEvoy, Michael Henry Tobin, Consuelo Martin, Richard T. Thieriot, Peter E. Thieriot and Sheldon Cooper. Through its subsidiary, Chronicle Broadcast Co., Chronicle Publishing owns 100% of KRON-TV. It also owns KAKA-TV in Wichita, Kansas; KUPK-TV in Garden City, Kansas and WOWT-TV in Omaha, Nebraska. The company has a controlling interest in five cable TV outfits (Western TV Cable, Monterey Peninsula TV Cable, Concord TV Cable, State TV Cable and Las Cruces TV Cable) that provide service to 24 communities in California (including Concord and South San Francisco) and three in New Mexico. Chronicle Publishing Company owns a 50% interest in the San Francisco Newspaper Agency and the San Francisco Newspaper Printing Co., under a 1965 Joint Operating Agreement with the Hearst Corporation.

ORTEGA INVESTMENT COMPANY

(Value of family interest: about $2,455,000)

When Ortega Investment was founded in 1916, the name of M.H. deYoung appears nowhere on the original articles of incorporation. Yet by the time of his death, deYoung owned 1,000 shares of Ortega stock, valued at $1.4 million (far more than his Chronicle Publishing Co. stock, then valued at $49,000). The Ortega stock went into a special trust fund he established for his four daughters and their descendants. By 1980, Ortega was owned entirely by family members. Ortega currently owns all 37,000 shares of Class B (non-voting) stock in the Chronicle Publishing Company. (It's unclear what else Ortega owns. However, the estate of Helen Cameron lists a 1983 dividend of $1,250 described as being an "Ortega oil royalty.") As of Jan. 31, 1984, Helen Cameron's estate held 416⅔ shares of Ortega, valued at $204,941 — $491 a share. There are 5,000 shares outstanding.

Enterprises in which the family has a substantial financial interest:

ALLIED PROPERTIES

Numerous deYoung family members own large blocks of stock in Allied Properties, now known as Allied Properties Liquidating Trust. In 1976 and 1977, the firm sold off all its San Francisco property. The proceeds are still being distributed in installments to its stockholders. At the time, the firm owned some of the most valuable downtown real estate in San Francisco (see map), including the Clift Hotel (assessed value: $42 million). The total value of Allied holdings was more than $50 million.[3]

PARROTT INVESTMENT COMPANY

Abby Parrott Tobin's 850 shares of Parrott Investment (1960 value: $180,000) passed on to Charles deYoung Thieriot and his wife, Barbara Tobin (Parrott's daughter) as part of a trust fund. Parrott Investment owns eight pieces of property in downtown San Francisco, with a combined assessed value of roughly $17.5 million (see map). Among them is the land under the Emporium (assessed value: $14 million). In 1971, Charles deYoung Thieriot served on Parrott's board of directors.[4]

COOPER, WHITE AND COOPER

Cooper, White and Cooper is a law firm headed by Sheldon Cooper. It handles most of the Chronicle's legal affairs, and court records show that since Cooper married Patricia Tobin in the late 1930s, it has handled virtually every family estate as well as many legal affairs of the Hibernia Bank. After Patricia Tobin's death in 1976, Sheldon Cooper married Elizabeth Miller, mother of the late PG&E vice-presient Richard Miller.[5]

Local firms in which the family holds — or until recently held — sizeable stock interests:

- Transamerica Corp. (at least $2,253,220)
- Pacific Lighting Corp. (at least $307, 762)
- Crocker National Corp. (at least $264,000)
- PG&E (at least $208,000)
- Standard Oil of Calif. (at least $188,702)
- Pacific Telephone (at least $138,000)
- Crown Zellerbach (at least $49,000)
- Wells Fargo (at least $35,626)
- Safeway Stores (at least $26,000)
- Union Pacific (at least $21,375)
- Knight-Ridder Newspapers (at least $20,662)

Footnotes to deYoung family tree:
* indicates beneficiary of M.H. deYoung Chronicle stock trust.
+ indicates stock interest in Ortega Investment Co

F THE DAILIES

corporations behind
'y newspaper monopoly

San Francisco Examiner

William Randolph Hearst, editor and publisher 1887-1929
George Randolph Hearst, publisher 1929-?

Randolph A. Hearst, president 1960-1975, editor 1973-1975
William Randolph Hearst III, publisher 1984

EWSPAPER
NY/ SAN
PAPER AGENCY

nt Operating Agreement between and The Hearst Corporation. Under e printing company, which prints onicle, and 50% of the Newspaper ing, promotion and other business

y, regardless of the circulation of greement, the Examiner claimed it in the first ten years of JOA opera- Chronicle companies split roughly

ntly owned by . and Chronicle hing Co.:
t Corporation
nicle Publishing
e listed on the
o Tax Assessor's
int owners of
lowntown San
The combined
ue of those lots
lion (see map).

CIATION

f Commerce: The Examiner, Chronicle are members in good standing as they

Both the Examiner and Chronicle are

the Examiner and Chronicle are

and Urban Research Association ember of SPUR, but Hearst Foundation gave a total of $35,000 in grants to the 32.[8]

IAL ORGANIZATIONS:

mberships is often hard to come by, n't release the lists and business lead- structure inquiries) no longer routinely guides as *Who's Who* and *The Social* n obituaries and such records as are ny of the Hearst and deYoung family nged to the same few exclusive organ- proposal for a Joint Operating Agree- h between Randolph A. Hearst and t the Pacific Union Club in San Fran- nbers included Cyril Tobin, George T. obin. Burlingame Country Club: Cyril rge T. Cameron and Charles deYoung o: Randolph A. Hearst, William Ran- ndolph Hearst Sr., Cyril Tobin, Richard ng Thieriot.

THE HEARST FAMILY

Current family fortune estimated by Forbes *magazine at $1.3 billion.*

George Hearst (1820?-91) — **m. Phoebe Anderson** (1842-1919)

William Randolph Hearst
(1863-1951)
Publisher, San Francisco Examiner, 1887-1929
Editor-in-chief, the Hearst Newspapers, 1941-51
President, the Hearst Corporation, 1941-51
Value of estate at death: Estimated between $200 million and $400 million
m. Millicent Wilson
(1881-1974)

- **David Whitmire Hearst*** (1915-)
 Publisher, Los Angeles Herald-Express, 1950-60.
 m. Hope Chandler
 - Millicent Hearst (1939-) m. Roauf Boudjakdji
 - Anita Boudjakdji
 - Cherif Boudjakdji
 - Samia Boudjakdji
 - David Whitmire Hearst Jr. (1944-)
 - William Randolph Hearst III
 Publisher, San Francisco Examiner, 1984
 m. Nan Perletz
 - Austin Hearst m. Denise Patton
- **William Randolph Hearst Jr.*** (1908-1968)
 Editor-in-chief, the Hearst Newspapers, 1955-
 m. Alma Walker
 m. Lorella McCarver
 m. Austin McDonnell Cassini
- **John Randolph Hearst*** (1910-50)
 m. Dorothy Hart
 m. Gretchen Wilson
 m. Fanne Wade
 - John Randolph Hearst Jr.
 m. Patricia Tenney
 m. Kathleen Bickley
 - Lisa Hearst
 - Joanne Hearst m. John Herndon m. Julio Tarafa m. Walter Lawrence
 - John Herndon
 - Christopher Tarafa
 - William Randolph Hearst II m. Jennifer Gooch m. Julie Harris
 - Steve Lawrence
 - Andrea Lawrence
 - Jason Hearst
 - Debra Hearst m. Dale Woodard m. Gary Gallagher
- **George Randolph Hearst*** (1904-72)
 (six marriages)
 Publisher, San Francisco Examiner, 1929-?
 Editor and publisher, the Los Angeles Herald-Express (later Herald-Examiner), 1960-72
 President, San Francisco Examiner, 1960-73
 Editor, San Francisco Examiner, 1973-75
 - George Randolph Hearst Jr. m. Mary Thompson m. Patricia Bell
 - Mary Hearst m. Lon Stein
 - Shannon Stein
 - Alexis Stein
 - George Randolph Hearst III
 - Steven Hearst
 - Erin Hearst
 - Phoebe Hearst m. Phillip Tovera m. Amory Cooke
 - Phoebe Tovera
- **Randolph Apperson Hearst*** (1915-)
 m. Catherine Campbell
 - Catherine Hearst
 - Virginia Hearst
 - Patricia Hearst
 m. Bernard Shaw
 - Anne Hearst
 - Victoria Hearst

THE HEARST FAMILY EMPIRE

MEDIA INTERESTS:

HEARST NEWSPAPER DIVISION

(Source: Broadcasting/Cablecasting Yearbook, 1984):
California: San Francisco Examiner, San Francisco Newspaper Printing Co. (50% interest), Los Angeles Herald Examiner, 28 small weeklies and two daily papers in the suburban L.A. area.
Other: Edwardsville (Ill.) Intelligencer, Baltimore News-American, Huron (Michigan) Daily Tribune, Midland (Michigan) Daily News, Albany (N.Y.) Times Union, Knickerbocker News-Union Star (Albany, NY), Midland (Texas) Reporter-Telegram, Plainview (Texas) Daily Herald, San Antonio Light, Seattle Post-Intelligencer.

HEARST BROADCAST DIVISION

(Source: Broadcasting/Cablecasting Yearbook, 1984):
WBAL-TV, WBAL-AM and WIYY (FM), Baltimore; WDTN (TV), Dayton, Ohio; KMBC-TV, Kansas City; WISN-TV, WISN-AM and WLPX (FM), Milwaukee; WTAE-TV, WTAE-AM and WHTX (FM), Pittsburgh; WAPA (AM), San Juan, Puerto Rico; Hearst/AMC Viacom Entertainment Services, 50% interest[9].

HEARST MAGAZINE DIVISION

(Source: Broadcasting/Cablecasting Yearbook, 1984):
American Druggist, Colonial Homes, Connoisseur, Cosmopolitan, Country Living, Good Housekeeping, Harper's Bazaar, House Beautiful, Motor, Motor Boating and Sailing, Popular Mechanics, Redbook, Science Digest, Sports Afield, Town and Country.

OTHER MEDIA INTERESTS

(combined sources):
Avon Books, King Features Syndicate, *Puck, the Comic Weekly*, Hearst Books, Arbor House Books (a trade book publisher), National Magazine Co. (a subsidiary that distributes Hearst magazines in Britain).

THE HEARST CORPORATION

Control of the Hearst Corporation is vested in a voting trust, controlled by a board of directors made up of five family members and eight Hearst Corp. executives who cannot be family members. Although the bulk of the Hearst wealth — consisting of Hearst Corp. non-voting stock — originally was tied up in two tax-exempt foundations, the family managed in 1974 to buy back all of that stock, bringing the entire fortune — if not the corporation — directly under family control.

Family members now on the voting trust board are: William R. Hearst Jr., executive committee chairman; Randolph A. Hearst, chairman; George R. Hearst Jr., vice-president; David Whitmire Hearst, vice-president; and John R. Hearst Jr.

Hearst Corporation owns a massive network of newspaper, magazine and broadcast outlets in the U.S. and abroad. It also owns land, livestock, paper mills and mining interests.

Hearst Corporation sales are estimated at roughly $500 million a year, making Hearst one of the largest privately owned corporations in the country.

LAND, MINING AND PAPER INTERESTS:

(Source: Chavey and Ciepley, *The Hearsts*)
Sunical Land and Livestock Division: Manages a total of 215,000 acres of timberland and ranch land in California.
Pejepscot Paper Division: Manages 100,000 acres of timberland in Maine and Canada.
Southwest Forest Industries: Hearst owns a 17% interest in this lumber and paper products company based in Phoenix.
San Luis Mining Co.: 25% interest in gold and silver mines in Mexico.

Numbered footnotes on page 20.

Footnotes to Hearst family tree:
* share all 8 million shares of voting stock in the Hearst Corporation, under the will of W.R. Hearst Sr.

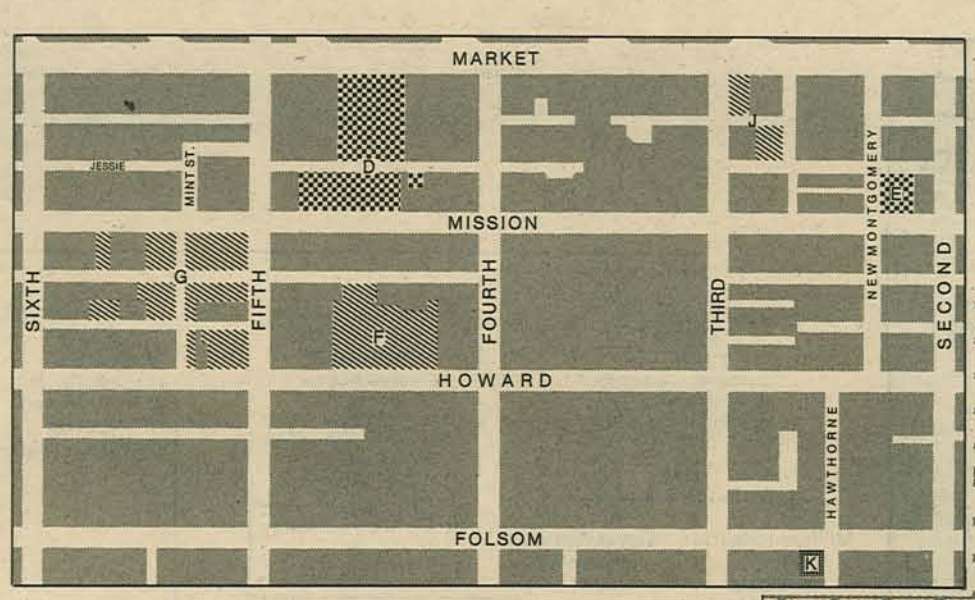
THE EX/CHRON'S $137 MILLION STAKE IN DOWNTOWN REAL ESTATE

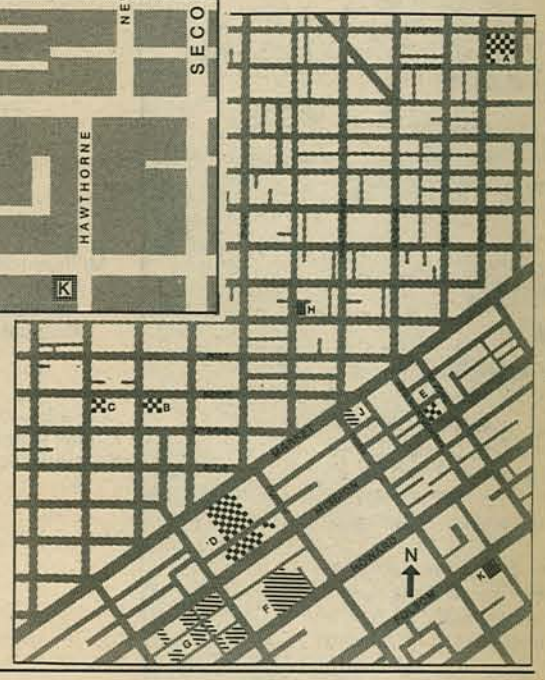
Over the past decade, the Chronicle Publishing Company, the Hearst Corporation and the families of Chronicle founder M.H. deYoung and William Randolph Hearst have been among the largest landowners in the city of San Francisco. This map shows the 52 lots of prime downtown land owned outright by the Hearst Corporation or the Chronicle Publishing Company, or by companies in which the Hearst or deYoung family held a sizeable financial interest.

The lots are shaded to distinguish between three categories owned by either or both of Hearst/Chronicle Publishing; those owned by Hibernia Bank, which until 1982 was entirely family controlled; and those owned by companies such as Allied Properties and Parrott Investment Company, in which the deYoung family holds or held major blocks of stock.

A few of these properties have been sold over the past two to seven years (see accompanying chart). We have listed them all, however, because they show very clearly what many environmentalists and highrise-fighters have suspected for two decades: That the owners of the Examiner and Chronicle, which for 20 years have wholeheartedly supported the highrise boom and opposed virtually every effort to curtail development, have had all the while a direct massive financial stake in the value of downtown San Francisco real estate.

Added together, the 52 lots have an assessed value of more than $137 million. And that estimate is conservative. The assessed value of downtown property that hasn't changed hands since Prop. 13 is almost certainly less than the actual market value of the land.





Key:

— properties owned by corporations in which the deYoung family has held a sizeable financial stake.

— properties owned by the Hearst Corp., Chronicle Publishing Co., or both.

— property owned by Hibernia Bank.

Figures in parentheses are assessed values, as of 1984.

A. Allied Properties
Five lots:
600 Battery ($5.03 million)
643 Front ($566,000)
615 Front ($180,000)
607 Front ($1.4 million)
600 Battery ($2.7 million)

B. Allied Properties
Two lots:
340 Mason ($1.005 million)
391 Geary ($1.5 million)

C. Allied Properties[1]
One lot:
491 Geary (Clift Hotel, $42 million)

D. Parrott Investment Co.[2]
Eight lots:
345 Jessie ($500,000)
353 Jessie ($794,000)
363 Jessie ($441,000)
870 Mission ($189,000)
874 Mission ($513,000)
327 Jessie ($64,000)
364 Jessie ($739,000)
835 Market ($14.2 million)

E. Allied Properties[3]
One lot:
79 New Montgomery ($2.5 million)

F. Hearst Corporation
Six lots:
Parking lot on Minna Alley ($56,000)
Parking lot on Minna Alley ($108,000)
Parking lot on Minna Alley ($41,000)
345 Minna ($75,000)
329 Minna ($156,000)
860 Howard ($2.27 million)[4]

G. Hearst Corp. and Chronicle Publishing Company, joint ownership
23 lots:
172 5th St. ($222,000)
190 5th St. ($102,000)
926 Howard ($196,000)
430 Natoma ($99,000)
435 Minna ($30,000)
44 Mary ($10,000)
50 Mary ($64,000)
464 Natoma (56,000)
447 Minna ($348,000)
441 Minna ($24,000)
967 Mission ($153,000)
941 Mission ($156,000)
939 Mission ($189,000)
901 Mission ($34.4 million)
425 Minna ($134,000)
110 5th St. ($4.89 million)
918 Howard ($373,000)
409 Natoma ($70,000)
912 Howard ($91,000)
Howard St. parking lot[5] ($104,000)
Howard St. parking lot[5] ($24,000)
440 Natoma ($93,000)
436 Natoma ($150,000)

H. Hearst Corp. and Chronicle Publishing Co.
One lot:
598 Brannan ($1.4 million)

I. Hearst Corp.
Two lots:
691 Market ($3.09 million)
51 Third St. ($5.29 million)

J. Hibernia Bank
One lot:
Folsom and Hawthorne ($1.3 million)

K. Hibernia Bank
One lot:
Sutter and Grant ($3.68 million)

L. Hibernia Bank
One lot:
1 Jones ($3.8 million)

Not shown on map: Six Hearst Corp. lots near Candlestick Park, bounded by Coleman and Olney, $1543; Chronicle Broadcast Co., 1001 Van Ness, $13.9 million; Richard T. and Angelica Thieriot, 2829 Pacific, $191,000; Peter Thieriot, 2247 Webster, $83,907; 11 Hibernia Bank branch offices, scattered across the city, total assessed value $8.83 million.

Footnotes for map legend

1. Allied Properties sold all these lots in 1977. The proceeds have gone into Allied Properties Liquidating Trust and are being distributed to the shareholders in installments (see chart).
2. Among other properties, Parrott Investment owns the land under the Emporium (835 Market), which is assessed at $14.2 million. The deYoung family interest in Parrott came through Abby Parrott Tobin, daughter of the founder, John Parrott Jr. Abby married Hibernia Bank heir Edward Tobin, and their daughter, Barbara Tobin, married Chronicle publisher Charles deYoung Thieriot (see chart).
3. See note 1.
4. This lot is jointly owned by Hearst Corp. and Chronicle Publishing Co.
5. The two parking lots with no addresses are owned by Hearst Corp. outright, as are 440 and 436 Natoma.

FOOTNOTES

1. In 1880, Charles deYoung was shot to death in the Chronicle office by Isaac M. Kalloch, son of the mayor of San Francisco, the Rev. Isaac S. Kalloch. According to an article by historian Irving McKee in the *Pacific Historical Review*, Charles had been the driving force behind the Chronicle, building it into the largest circulation paper in San Francisco — in no small part through fiery attacks on his opponents.

Occasionally, those attacks were judged libelous. But more often, McKee writes, they spurred acts of violence. Kalloch ran for mayor in 1879 over the Chronicle's strenuous opposition. During the campaign, Charles deYoung published a series of articles detailing allegedly scandalous offenses committed by Kalloch years before in Boston. When Kalloch responded with attacks from the pulpit, Charles deYoung shot him, twice, in a sneak attack. Kalloch recovered and won the election; deYoung escaped prosecution, but the mayor's son exacted retribution. The younger Kalloch was acquited of deYoung's murder thanks to the testimony of a witness who was later convicted of perjury — and went on to practice law in the city.

2. KRON is, and always has been, immensely profitable for the Chronicle Publishing Company. In the late 1950s and early 1960s, when the Chronicle was catching — and then passing — the Examiner in circulation, profits from KRON were diverted to the paper. (The Chronicle's publisher, Charles deYoung Thieriot, admitted this under oath in testimony before a Senate committee studying the Newspaper Preservation Act.)

KRON has also historically followed the Ex/Chron line in news coverage, blacking out anything critical of the two papers. When Albert Kihn, a former KRON cameraman, challenged KRON's application for an FCC license renewal in 1969, the station had him tailed and investigated by private detectives. The Chronicle and Examiner both blacked out the story, as well as most of Kihn's damaging testimony.

A final point: When Gannett Newspapers bought the Oakland Tribune in 1981 and started a morning edition, Eastbay Today, the Chron was suddenly faced with a competitor strong enough financially to challenge the Ex/Chron monopoly. The Chronicle immediately put KRON up for sale, and Gannett jumped at the lucrative bait. Under FCC regulations, Gannett could not own both a TV station and a major newspaper in the same market area (the Chron owned KRON before that regulation was passed, so its ownership had been grandfathered in). Gannett announced that it would sell the Trib/Eastbay Today, which was losing money hand over fist, and buy KRON. However, shortly after the Trib was sold, the KRON deal collapsed. The Chronicle still owns the station, and its monopoly position remains safe (see Bay Guardian, Dec. 22, 1982).

3. It's unclear which family member first bought into Allied Properties, but the stock appears in several of the major estates. At his death, Charles deYoung Thieriot owned 307 shares of Allied, valued at $3,674. In 1969, Helen deYoung Cameron owned 3,650 shares of Allied common stock, valued at $175,200 and 2,500 shares of Allied preferred, valued at $250,000. In 1978, the estate of Patricia Tobin Cooper owned 821 shares of Allied Properties, valued at $34,892.

4. The marriage of Abby Parrott and Edward J. Tobin brought together two families — the Tobins of Hibernia Bank and the Parrotts of Parrott Investments. According to historical reports, John Parrott, the head of the family, arrived in San Francisco carrying 300 Mexican silver dollars in the early 1830s. In 1835, he founded Parrott and Company, which under his son, John Parrott Jr., became Parrott Investment Co. Abby was the daughter of John Parrott Jr. and Mary E. Donohoe. Edward J. Tobin was the son of Richard Tobin, co-founder of Hibernia Bank. Edward's cousin, Joseph O. Tobin, had earlier married Constance, one of the daughters of M.H. deYoung. When Barbara Tobin, the daughter and sole heir of Abby Parrott and Edward Tobin, married Charles deYoung Thieriot, the wealth of both original Tobin brothers was integrated into the deYoung family, along with that of John Parrott.

5. Richard Miller brought impeccable downtown corporate credentials to the family. He was for many years the San Francisco division chief of PG&E; his father-in-law, Donald Russell, is chairman of Southern Pacific.

6. Stock holdings can change rapidly, especially during probate proceedings, when stocks and bonds are often bought and sold to maximize the return on a trust fund that has been established under the will of the deceased. We have limited our stock listings to securities held by the estates of family members who died within the past 15 years. Most of the stocks listed were in the estates of George T. Cameron and his wife Helen. The Transamerica block — by far the largest single outside stockholding in any family member's estate — comes from the estate of Cyril R. Tobin, who died in 1977. The values are according to the independent audits included as exhibits in the probate filings. Charles deYoung Thieriot's estate lists 1,000 shares of Crocker National, valued at $27,062, and 600 shares of Knight-Ridder common, valued at $20,662. He also owned 1,933 shares of Standard Oil, valued at $79,132, although the block listed on the chart was owned by Helen Cameron. Patricia Tobin, who died in 1976, also owned $13,381 of stock in PG&E.

7. When William Randolph Hearst died in 1951, he left the only 100 shares of Hearst Corp. voting stock — the right to control the company — in a trust fund, with his family as beneficiaries. But in an odd twist, Hearst decreed that the trust would be put under the power of a board of directors made up of his five sons (or their chosen heirs) — and eight Hearst executives, who could not be family members. The bulk of the real Hearst wealth — a huge block of non-voting Hearst Corp. stock — was placed in two charitable foundations, the Hearst Foundation and the William Randolph Hearst Foundation, in order to avoid estate taxes. As Lindsay Chaney and Michael Cieply report in their book *The Hearsts*, the family managed in the mid-1970s to mobilize more than $50 million in cash to buy back from the foundation all its Hearst stock, thereby returning to the family all the original wealth. This maneuver took place at the same time as the Symbionese Liberation Army was demanding a $2 million ransom for Patty Hearst, daughter of Randolph A. Hearst — and the Hearst family was claiming it didn't have the cash to pay.

In one way, the Patty Hearst kidnapping proved a boon for the family, by giving the remaining heirs grounds to have a San Luis Obispo County judge seal all remaining probate records (which, the family maintained, contained information that terrorists could exploit) and keep out of the public eye a huge amount of data on the current Hearst wealth.

8. The Hearst Foundation grants to SPUR: 1975–1978, $5,000 per year; 1979, $10,000; 1980, $5,000.

9. In 1981, Hearst Corp. and ABC began co-producing cable TV programs. In 1983, the venture merged with Viacom to produce entertainment shows.



GUARDIAN GRAPHIC BY DAN O'NEILL, 1969

continued from page 17

'Ex only makes no sense'

Depending on how adamant the salesperson is, you'll probably get a rejoinder that goes something like this: "Just buying an ad in the Examiner doesn't make any sense. It costs almost exactly the same to put your ad in both papers as it does to put it in the Examiner alone."

Which is absolutely true. The Examiner and Chronicle individual classified rates are designed to discourage people from putting an ad in one paper and not the other. For example, in most classifications a one-time ad in the Chron costs $6.90 a line. The same ad in the Ex (which has a far smaller circulation) costs $6.75, but for $1.41 more — $8.16 a line — you get both papers. For lower priced items, the agency salepeople often tell callers, the rate for one paper is the same as it is for both papers.

But don't give up. After all, the Examiner is 15 cents cheaper. Besides, if you keep persisting, the salesperson will break down and explain the *real* problem with placing an Examiner-only ad. You see, there is really only one classified section. They typeset all the ads together, and make up just one set of pages, which runs in the classified section of both papers.

True, if you make enough of a fuss, the agency eventually will let you run a classified ad just in the Examiner. But your bicycle won't be listed with all the other bicycles for sale. It will be all by itself, most likely somewhere near the end of the classified pages.

If you make a *real* fuss — say, threaten to sue — they may not run your ad at all. Or they may do what they did to realtor and former Supervisor John Barbagelata, (see sidebar) and run your ad alongside the death notices.

Unmentionable 'monopoly'

And yet, if you call some local radio or TV talk show host to complain about the "newspaper monopoly" in San Francisco, there's a good chance you'll get cut off the air. At the very least, the announcer will probably interrupt you to explain to the listeners that you are stating your own opinion, not a fact.

You see, some journalists in San Francisco will tell you that it's libelous — *libelous* — to refer to the Examiner and Chronicle as a "monopoly." "Monopoly," they say, implies some type of illegal price-fixing, and everyone knows there's nothing illegal about the business practices at the two daily papers. There's no newspaper monopoly in San Francisco — it's all perfectly legitimate, duly authorized by a special act of Congress back in 1970.

Right — and there was no such thing as the "Vietnam War," because Congress never declared it. And no president of the United States violated any law by sending American troops into combat. It was all authorized by a special act of Congress.

A very lucrative arrangement

So let's skip the legal rhetoric and get right to the point. There sure as hell *is* a daily newspaper monopoly in San Francisco. It's been in place for 19 years — and it's very, very lucrative.

From what we can gather, based on transcripts of the 1981 Pacific Sun/Berkeley Barb antitrust trial, the Examiner and Chronicle owners have split something in the neighborhood of $150 million — in *net* profits — since the Joint Operating Agreement was signed in 1965.

Neither company sells its stock to the public, so the records are all kept secret and it's difficult to determine just where all that money has gone. But one thing is clear: Very little of it has gone into making either the Examiner or the Chronicle a first-rate newspaper.

Instead, the Chronicle has been buying up TV stations (two in Kansas, one in Nebraska) and cable franchises (three in California, two in New Mexico). The Hearst Corporation recently bought a chain of 28 weekly papers in suburban Los Angeles, and last year announced it was joining Viacom and ABC in a new joint operation to produce entertainment programming for cable TV.

No reason to improve quality

All of which makes perfect sense. As long as the companies keep using their money to buy more newspapers and TV stations, the federal government won't ask them to pay income taxes on it. And there is absolutely no logical reason for either company to spend a nickel improving the quality of its daily news operation. Newspapers make virtually all their money from advertising. And, as the charts on pages 25 and 27 make clear, the advertising rates of the Chronicle and Examiner have very little to do with the number of households that read the papers.

Normally, advertising rates (and thus revenues) are determined to a great extent by the circulation of the paper involved. That's only logical — the more people likely to see the ad, the more an advertiser will be willing to pay.

But our research, summarized in the accompanying charts, has revealed a curious thing: Since 1966, the year after the Ex/Chron merger, the combined circulation of the two papers has dropped — from about 720,000 to about 690,000. Another key marketing figure, the papers' combined "penetration rate" (the percentage of households in the paper's primary circulation area that receive at least one of the papers), also declined — from 51.2% to 35.3%.

Paying more for less

Yet while this was going on, the combined advertising rate has skyrocketed, from $2.58 in 1966 to $8.51 in1983. (These figures are for the "open" display rate, for one line of copy, run one time only.)

In other words, in 1983 you had to pay more than three times as much as you did in 1966 for an ad that reached 30,000 less people. By comparison, over a similar period the Los Angeles Times showed a similar increase in rates, but its circulation jumped by 75%. Also, the Times offers lower rates for smaller zones.

If the Ex/Chron rates aren't based on circulation increases, what are they based on? The chart suggests an interesting trend. There are three points between 1960 and 1984 where the ad rates jumped significantly — once in 1966 (after the merger), once in 1970 (when the Newspaper Preservation Act was signed) and again in 1981 (when the final antitrust case against the Ex/Chron ended in a victory for the monopoly combine).

Apparently, the papers have hiked their rates every time a major potential challenge against price-fixing has been eliminated. Circulation increases have had nothing to do with it. And since the papers have the market locked up, advertisers must continue to pay the new higher rates, whether the papers were increasing their readership or not.

continued page 23

The Barbagelata File

John Barbagelata never much liked the San Francisco Examiner, and after the paper refused even to interview him in 1975 when he ran for mayor of San Francisco (and almost won), his disdain for the paper became a passion.

Barbagelata, a West Portal realtor who has been a city supervisor, decided that year he would no longer put his classified real estate ads in the city's afternoon paper. It seemed like a simple decision, but, as he recalled recently, it quickly turned into a bitter dispute. Before it was over, his ads had been stuck beside the Chronicle's death notices, the paper was out $5,000 and the whole monopoly arrangement almost wound up in court.

Barbagelata, now retired from active politics, told the Bay Guardian he had called the San Francisco Newspaper Agency, which handles advertising for both the Examiner and Chronicle, and told them that he wanted his ads published only in the Chronicle.

"They told me the rates are almost the same, that it costs about as much to advertise in the Chronicle alone as in the Chronicle and Examiner," he explained. "I told them I didn't care. I don't want my name in the Examiner."

Finally, he said, the agency sales representative explained the facts of life. "They told me I have to advertise in both papers, because they make up the classified section together.

"I told them, 'That's your problem.' "

Eventually, he said, the agency took his Chronicle-only ads. "They labeled my ads 'Real Estate' and then they put it next to the death notices," he recalled. "My clients were a little disturbed."

After Barbagelata threatened to sue the agency for antitrust violations, he said, "They told me they wouldn't take my credit any more, and that I would have to pay for the ads in advance, in cash."

"By that time," he remembered, "my total bill was around $5,000. I refused to pay. Eventually, they agreed to write off the $5,000 if I wouldn't sue.

"So now I don't advertise in either paper," he concluded.

— T.R.

CHRONOLOGY

continued from page 17

evil, speak no evil coverage of all events involving the legality and propriety of their Joint Operating Agreement and adverse publicity involving either paper, KRON (the Chronicle's TV station) KRON or the JOA.

They either black out the news, or water it down. For example, in the Tucson case, the papers either ignored the story totally or omitted the local angle.

- Immediately after the merger, the Examiner and Chronicle put together a joint advertising rate that is virtually double what either paper charged before the merger.

1966: JOA publishers, recognizing they are operating in violation of antitrust law, plan to nullify the Tucson decision and retroactively legitimize their illegal corporate behavior.

Their strategy is to lobby for a special act of Congress. The bill is the "falling newspaper" act designed to provide retroactive, present and perpetual exemption from the antitrust laws — an exemption allowed no other industry — so the publishers can continue to pile up monopoly profits without fear of prosecution or competition.

- In early October, the San Francisco Bay Guardian launches its first edition as an independent, locally owned and controlled newspaper, under the masthead: "It's a newspaper's duty to print the news and raise hell."

The Guardian's first big target in its prototype issue is the Ex/Chron JOA agreement, portrayed in a cartoon as two ostrich heads coming out of a single body, marked with a huge dollar sign: "What the public now has in San Francisco, as it does in all but 55 or so of some 1,461 cities with dailies, is a privately owned public utility that is constitutionally exempt from public regulation, which would violate freedom of the press. This is bad for the newspaper business and this is bad for San Francisco."

1967: The JOA publishers, led by the Chronicle, Hearst and ten chain publishers involved in 22 JOAs involving 44 newspapers in 19 states and 119 congressional districts, take their lobbying campaign for the "failing newspaper" act to Washington. Hearings are scheduled before the antitrust subcommittees of the House and Senate.

- On July 27th, Chronicle Publisher Charles deYoung Thieriot, testifying before the Senate Antitrust Subcommittee, takes the poverty oath and testifies he agreed to the JOA merger with Hearst because he feared the Chronicle might be forced out of business.

As to whether the Chronicle was making or losing money prior to the merger, Thieriot testifies, "Although I do not know the dollar amounts of the losses sustained by Hearst in maintaining two San Francisco newspapers during the years preceding 1964, I am sure they were substantial. The Chronicle's losses in those years were of more modest proportions, but were nonetheless constant. Except for the year 1956, when newspaper operations showed a small profit, the Chronicle had not been operating profitably, although by 1964 the Chronicle was about breaking even." (In the same spirit, Examiner Publisher Gould testifies that San Francisco was a case of "three failing newspapers.")

Then, after taking the position that the Chronicle had suffered "constant losses" in the years 1957 to '63, Thieriot says he was motivated to merge for fear of his paper's life:

"If Hearst had determined that it was willing to devote the amounts of money that it would have cost to maintain its operations in San Francisco and such additional amounts as might have been necessary to attempt to regain the lead in circulation, I do not know whether the Chronicle would have had enough financial energy to meet this increased economic pressure."

Thieriot also acknowledges, under questioning by subcommittee counsel Jerry S. Cohen, that the Chronicle Publishing Company has used the profits of its television franchise, KRON-TV, to "sustain the operation of the newspaper" in its battle with the Examiner.

(Although Thieriot and Gould are seeking relief and exceptional, unprecedented government subsidies, they do not publicly produce, then or later, any financial statements to back up their "failing newspaper" claims. The Newspaper Guild's Charles Perlik later notes acidly that the National Labor Relations Board has ordered employers to open their books to unions when employers have pleaded financial inability to meet union proposals and the courts have upheld the NLRB.)

The day after Thieriot and Gould testify, J. Hart Clinton, publisher of the San Mateo

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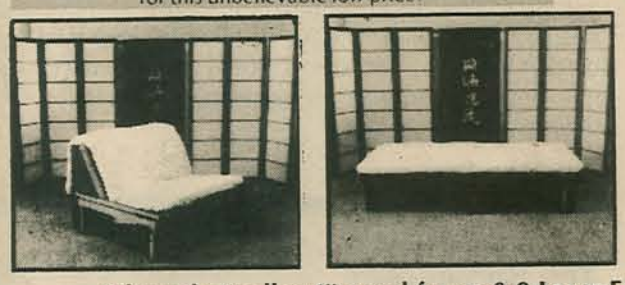
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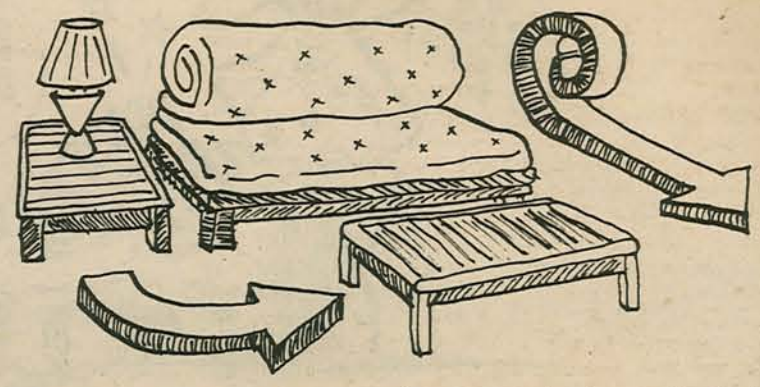
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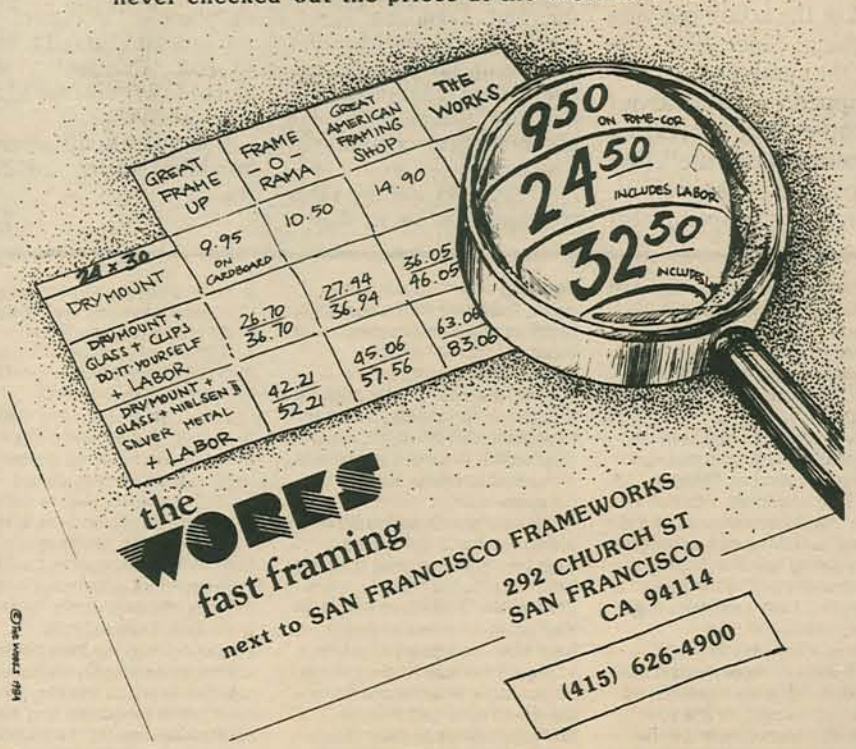
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OVERCHARGING THE PUBLIC

Fremont Older, the crusading turn-of-the century San Francisco journalist, recalled in his autobiography the details of how a collusive agreement between two city newspapers, the Bulletin and the Evening Post, bilked San Francisco taxpayers out of thousands of dollars.

According to Older, the Evening Post (owned by Southern Pacific) and the Bulletin (where Older worked) had agreed to rig the bidding on the contract to publish the city's legal notices. The contract was lucrative — by law, the city had to publish in a newspaper of general circulation advance notice of its public hearings, city contract offers, probate actions and the like.

In a classic piece of 19th century railroad baron logic, Southern Pacific's representative on the Post concluded that it was senseless to compete with the Bulletin when both papers would be better off by agreeing in advance to submit inflated bids — and then splitting the profits down the middle.

It was the sort of move that made SP a legendary power in the state — and later spurred reformers to pass tough laws designed to shatter the giant "trusts." Today, if two ostensible competitors were found to have rigged a city contract bid, the contract would be voided and the responsible parties thrown in jail.

Letter of the law

Or would they? Let's take a look:

In 1968, the city of San Francisco was putting out $135,000 a year to publish legal notices in the San Francisco Examiner. By law, the city legals contract had to be awarded to a daily newspaper with a city circulation of 8,000 or more. Then — as now — there were exactly two such papers in San Francisco. The Examiner had entered the low bid.

But when the Bay Guardian started making inquiries, it quickly became clear that the Ex was going to extraordinary lengths to avoid giving the city notices any more circulation than it absolutely had to and that the "competitive" bidding process was hardly a cutthroat ordeal.

The legal notices, it turned out, were published in just one edition of the paper. And although the Examiner easily met the minimum in-city circulation requirements, it printed only 9,000 copies of the edition in which the legal notices appeared. Those 9,000 newspapers were distributed throughout Northern California. None were home-delivered and it was impossible to say how many eventually went home with San Francisco residents.

Even more curious, a check of the two bids showed a remarkable pattern. In 1965, for instance, the Examiner won the contract with a bid of 39 cents per line. The Chronicle had bid 40 cents. The next year, the winning bid — again from the Examiner — was 42 cents. The competing bid: 44 cents.

After the story came out, the legals began to appear in all Examiner editions. But the bidding process remained, for all practical purposes, the same.

'Only one bid'

In 1977, Sup. Quentin Kopp sponsored a successful charter amendment that changed the requirements for legal notice publication. Under the amendment, papers such as the San Francisco Progress, which publishes three days a week, had the right to bid on almost all of the legal ads. (State law requires the city to announce Board of Supervisors meetings on two consecutive days.)

But the Ex/Chron bids are no more competitive than they were in 1968. The 1983-84 Ex bid for Board notices was $5.07; the Chron bid $5.21.

What's more, numerous state and federal agencies still are victims of the San Francisco newspaper monopoly.

For instance, in Northern California the state Controller's Office Division of Unclaimed Property publishes twice yearly inventory lists in papers around the state. In recent years, the cost of advertising in the Chronicle has become so exorbitant that in 1982 the office stopped using the Chronicle. "They priced us out of the market," said assistant division chief Lea Garcia. "We tried to get them to come down on their price, but they were very firm."

"We'll do anything to avoid that combine," added John Jervis, the assistant deputy controller. "They really have outlandish rates for their circulation." Since 1964, Jervis said, the state has paid roughly $700,000 to the Chronicle.

— Sam Quinones

18TH ANNIVERSARY SPECIAL

UP AGAINST THE MEDIA MONOPOLY

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A September 1964 letter from Wells Smith, then a top Hearst executive in San Francisco, to G.O. Markuson, executive vice president of Hearst Newspapers in New York, makes the point painfully clear. The letter, written one month before the Ex/Chron JOA was first signed, came out during hearings on KRON's application for a license renewal in 1969. It concerned the forthcoming merger pact.

Wrote Smith, "We should not be competitive with respect to news content in the future. What would be the advantage except for prestige? We certainly do not want one paper to over-balance and out-run the other, since both sides are to share fifty-fifty in the operating results."

It may be hard to pin down exactly where all the Ex/Chron millions finally wind up, but it's no mystery where the money comes from in the first place. It comes out of your pocket.

Almost impossible to avoid

If you live in San Francisco, it's virtually impossible to avoid becoming a victim of the Ex/Chron monopoly. Selling your car? You have to sell it in both newspapers, at a ridiculously inflated rate. (You'll never get the papers, but according to an Oakland Trubune study, a full 50% of the Examiner's readers also read the Chron — so right away, you're paying to reach a lot of the same people twice.) Of course, you're also paying to sell your car everywhere that either paper is distributed.

In the Los Angeles Times, classified advertising is available in zoned editions. Thus, an advertiser selling her bicycle in the San Gabriel Valley doesn't also have to pay for her ad to be published in the San Fernando Valley. The cost per line for an ad that reaches all 1.5 million L.A. Times readers is $8.65 — but an ad that is published only in the San Gabriel Valley goes for $2.25 per line.

In the Times' Westside editions, which reach 172,000 readers, a classified ad costs $2.35 a line. By comparison, the San Francisco Examiner, which reaches 156,000 people, charges $6.75 a line for the same ad.

No jobs, no ads

That's just one side of the coin. After all, if you have to get rid of that car, you can always sell the old heap to a used car lot in the Mission, or stick a sign in the window and hope it gets noticed.

But suppose you're looking for a job — and you don't want to work for a huge downtown corporation. Say you're a skilled artisan, and you suspect there are half-a-dozen small shops that can use someone like you.

Well, you might find that there are no jobs of that sort listed in the Ex/Chron Help Wanted section. Of course, it may be the case that nobody is hiring in your line of work. But it's also entirely possible that the shop of your dreams has an opening right now but didn't advertise in the Ex/Chron for the same reason that you couldn't sell your car through the papers: it simply couldn't afford the rates.

Small advertisers priced out

This is not idle speculation. And it's not limited to a handful of odd-lot job seekers. It also affects your access to many small businesses and advertisers in San Francisco.

One of the plaintiffs in the 1975 antitrust suit against the Examiner/Chronicle JOA was an employment agency, Cadillac Associates. The agency alleged that the price-fixing practices of the papers prevented it from advertising all its job openings. And in 1982, the San Francisco Board of Realtors (hardly a radical bunch) made an organized effort to pull its real estate ads out of the Ex/Chron, on the grounds that the prices were prohibitive. (This JOA phenomenon is not limited to San Francisco. Several years before the U.S. Justice Department decided to challenge a JOA arrangement in Tucson, Arizona, a group of Tucson small merchants filed suit, claiming their ability to do business was injured by exorbitant advertising rates in the local monopoly papers.)

Of course, for the giant advertisers — Macy's, the Emporium, Neiman-Marcus — monopoly-inflated rates are not a serious problem. They are simply a cost of doing business. Like all other costs, the stores pass it along to their customers.

Unprecedented exemption

The advertising monopoly has another very interesting effect, one which runs directly counter to the entire argument made by the publishers who backed the Newspaper Preservation Act of 1970, which made the Ex/Chron merger (and 20 others) retroactively legal.

As outlined elsewhere in this issue, the Newspaper Preservation Act granted the newspaper industry an unprecedented exemption from antitrust restrictions. Proponents (mostly large newspaper chains) argued successfully that the act was needed because competition from the electronic media threatened to force dozens of major papers out of business. By allowing two dailies in a city to merge printing and business operations, fix prices and pool profits, the chains asserted, papers could be saved from extinction and a "diversity of editorial voices" could be preserved.

However, in San Francisco, the opposite has occured.

Eliminated future competition

Simply put, by jacking up their advertising rates to artificially high levels, the Examiner and Chronicle have effectively guaranteed there will be no future competition in the daily newspaper market. They've also made it a whole lot more difficult — and sometimes impossible — for smaller papers to publish in San Francisco.

The reason for this, as laid out in the 1975 Pacific Sun/Berkelely Barb/Cadillac Associates antitrust suit against the Ex/Chron, is that major advertisers almost always make the largest circulation daily papers the first priority in their advertising budgets. If the daily rates are too high, those businesses have no money left to advertise in other, smaller papers.

"Price fixing" is the term economists use for this practice, and it was outlawed in the Sherman Antitrust Act. Yet, every attempt since 1970 to stop JOA papers from doing this has failed. Courts have held, as they did in the Sun case, that the Newspaper Preservation Act gives newspapers a blanket exemption from all antitrust restrictions, and the only thing the papers have to do to obtain a JOA is to prove that the merger was necessary to prevent one of the two from failing.

'Inherently unfair advantage'

J. Hart Clinton, an antitrust attorney who is also publisher of the San Mateo Times, explained the flip side of this in his 1967 testimony before the Senate antitrust subcommittee. The merger, he asserted,

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CHRONOLOGY

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Times and an antitrust attorney with the San Francisco firm of Morrison & Foerster, challenges Thieriot's testimony.

He charges that the "failing status" of Hearst newspapers was the result not of natural economics (of "destructive competition," in Thieriot's phrase), but of the Chronicle's use of its profits from its government franchise, KRON-TV, to buy up expensive circulation in the suburbs, thereby gaining the top position in the morning market and driving the Examiner "to the wall."

Clinton also places into the record the July 1965 balance sheet of the Chronicle Publishing Company, only 60 days before the merger. The statement shows the Chronicle has $7 million in cash, of which $4,600,000 was cash on hand and $2,400,000 was in certificates of deposit. The Chronicle is making about 15% on its investment, Clinton maintains.

On Dec. 11th, Thieriot responds to Clinton's charges in a letter to the subcommittee. The Chronicle's fortunes, it turns out, have taken a sudden and dramatic turn for the better. Instead of those "constant losses" from 1957 to 1963 that had prompted his fears for the Chronicle's survival, Thieriot now claims that Chronicle newspaper operations showed "a profit for each year commencing with 1959 through September 1965, with the single exception of 1962." He further claims that "revenues from Chronicle's television station were not used or required to be used to sustain newspaper operations in the years subsequent to 1958."

Barnett, summing up the contradictions in the Thieriot testimony, testifies in 1969: "The question arises: What kind of man, what kind of company, would submit to Congress, within the space of six months, two affirmations so fundamentally at war with each other?"

Thieriot and Gould both testify without qualification that the San Francisco JOA was preceded by advice from then-Attorney General Nicholas de B. Katzenbach that. Thieriot testifies, "It was not the Department's intent to institute an antitrust action against implementation of the proposed plan." Thieriot also testifies that, "The Justice Department gave us a clearance letter."

According to Gould, "The Department advised us that it would not sue to block the proposed joint arrangement." Neither Thieriot nor Gould produces or quotes from the "clearance" letter.

- Nine months later, the Justice Department contradicts the Thieriot/Gould testimony. Donald F. Turner, assistant attorney general in charge of the antitrust division, testifies that the San Francisco arrangement was "not cleared." To nail down the point, he places into the record for the first time the actual Justice Department statement to the Examiner and Chronicle (see 1965 for full text).

The statement shows that in their Senate testimony, Thieriot and Gould had omitted the key word "present" from the Department's statement that it had no intention to bring suit against the agreement. They had also ignored the entire second paragraph, which supports the description of the letter by Turner in Senate testimony in April 1968:

"...those agreements were not cleared. The parties in both cases were told that whereas we would not take action to enjoin their proposed arrangement at that time, that the whole matter would be left open pending a study of the whole situation, and specifically pending the outcome of [the Tucson] litigation."

1968: The Poor People's Campaign comes to Washington, but meets a chilly reception. Members of Congress (and many newspapers) accuse campaign leaders of wanting handouts and government subsidies.

Plaintiffs in four treble damage antitrust actions, including the old Weinstein's department store and several other retail shops, continue to press claims for millions of dollars against the Examiner/Chronicle. They allege they were put out of business because of the monopoly-inflated advertising rates imposed by the JOA after the merger. The claims would be nullifed under the Newspaper Preservation Act.

- The newspaper unions strike the Examiner/Chronicle for several weeks, seeking their cut of the monopoly profits accruing from the 1965 merger. They get substantial increases in pay and benefits and continue to get them through the next 14 years, during which time no strikes or serious work stoppages occur.

During the strike, the unions persuade Rep. Phil Burton (D-SF) to stand in front of the Ex/Chron offices at 5th Street and Mission and call for a federal investiga-

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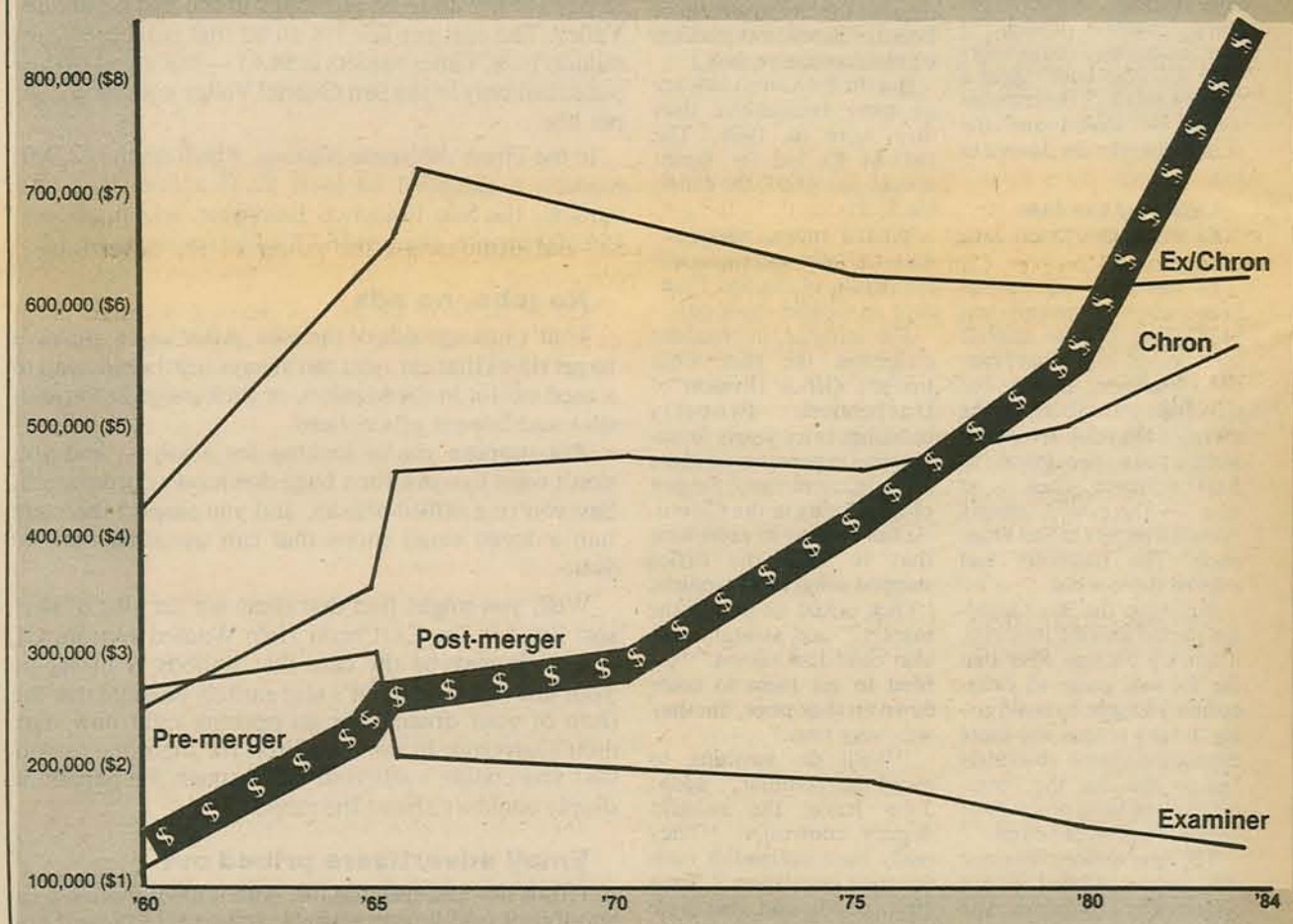
EXAMINER/ CHRONICLE CIRCULATION AND AD RATES

1960-1983

This graph shows the relationship between the circulation and ad rates of the Examiner and Chronicle before and after their 1965 merger. Prior to the merger, hikes in the papers' ad rates closely parallel circulation increases, as is usually the case with newspapers. But after 1965, the graph suggests, advertising rate increases for the two papers have little to do with rises in circulation.

If circulation increases don't explain higher ad rates, what does? The graph shows an interesting trend. There are three points on the graph where ad rates jump: in 1965, immediately following the merger; in 1970, when the Newspaper Preservation Act was signed; and in 1981, when the Pacific Sun lost its antitrust case against the Ex/Chron. This evidence suggests the two papers hiked their ad rates each time the merger cleared an additional legal or political hurdle.

And the end result has been that by 1983 an advertiser had to pay more than three times as much as in 1966 to reach fewer readers.



CHRONOLOGY

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tion of the JOA. But once the strike is settled, nothing more is heard from Burton or the unions about an investigation. Little more public criticism of the JOA or its adverse effect on the community and local journalism is heard from the unions.

● On Sept. 8th, Al Kihn, a former KRON-TV cameraman, sends the first of several letters of complaint to the FCC in Washington, laying out the journalistic and corporate transgressions of his former employer and alleging that KRON was slanting the news.

The letters ultimately help force the FCC to hold license renewal hearings on KRON.

1969: The Shopping News/ Argonaut, a shopper once owned and supported by 17 downtown department stores, is the first casualty of the JOA's destructive joint ad rate, which begins scooping up even more of the local print ad revenue. It dies because virtually all its old downtown advertising is now locked into the Ex/Chron.

● On March 10th, the Supreme Court upholds by a 7-1 vote the district court decision on the Tucson JOA. Justice Douglas writes that the JOA "in purpose and effect monopolized the only newspaper in Tucson in violation of Section 2 of the Sherman Act." Douglas pointedly notes that the "restraints on competition" imposed by the Tucson JOA "comport neither with the antitrust laws nor with the First Amendment." He concludes his opinion with a quote from the Supreme Court ruling in the 1945 Associated Press case:

"Freedom to publish means freedom for all and not for some. Freedom to publish is guaranteed by the Constitution, but freedom to combine to keep others from publishing is not. Freedom of the press from governmental interference under the First Amendment does not sanction repression of that freedom by private interests. The First Amendment affords not the slightest support for the contention that a combination to restrain trade in news and views has any constitutional immunity."

● Divestiture of the Star, ordered by District Judge James A. Walsh, would be a certainty and 21 other JOAs would be imperiled were it not for the "failing newspaper" bill the publishers had designed to meet the likelihood of a court defeat. The JOA publishers transform the "failing newspaper" act into the more politically respectable "Newspaper Preservation Act" and begin lobbying for emergency passage.

● On March 27th, Kihn notices he is followed by two cars. His followers turn out to be the private detectives under hire by the Chronicle seeking to gather adverse information about Kihn in connection with KRON's license renewal hearings, according to a Bay Guardian story, "The Dicks from Superchron."

All other media in town, including the Chronicle and its "independent and editorially competing" JOA partner, the Ex-

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had allowed a price-fixing scheme that gave the two papers an inherently unfair advantage over nearby suburban dailies in attracting major national and regional ads.

To demonstrate his point, Clinton produced promotional materials the Examiner and Chronicle had been using since the merger to attract national and big local accounts. The flyers, reproduced in the transcript of the subcommittee hearings, revolved around an advertising figure known as the "mil line rate."

Clinton explained that the mil line rate is the key figure major advertisers use when evaluating the cost effectiveness of a newspaper or magazine. The rate represents the published cost per line of reaching a million readers (a "line," in typographical terms, is equal to one fourteenth of a column inch). There are two ways to achieve a lower — and thus more attractive — mil rate: Cut advertising prices or increase circulation.

Special 'combined' rate

After the merger, Clinton said, the Examiner and Chronicle both increased their mil line rates. At the same time, the Examiner's circulation dropped dramatically (as it switched from morning to afternoon publication), while the Chron's remained roughly the same. The result, he explained, should have been sizeable increases in both papers' mil line rates — which might have scared off big advertisers.

However, because of the merger arrangement, the Examiner and Chronicle were able to offer a new option to advertisers: They could put their ads in both papers, at a special "combined" rate. Taken individually, the Chronicle's mil rate in 1966 was $4.67, the Examiner's $6.99. However, because they were able to offer advertisers a package deal with a combined circulation of more than 700,000, the two were able to claim a mil rate of just $3.61. Had they not been exempt from antitrust restrictions, Clinton declared, the cost to an advertiser of reaching the 700,000-plus readers of both papers would have been $11.6 — the Chron's individual rate plus that of the Examiner.

The San Mateo Times offered a mill rate of $6.53, which would have been lower than the combined Ex/Chron rate had the merger not occurred. In fact, it would even have been lower than the rate of the Examiner alone. However, Clinton said, after the merger, several big retailers with stores in both San Francisco and San Mateo told him they would have to reduce their linage in his paper. Clinton explained that the advertisers told him "they were being 'gouged' or 'robbed' by the high advertising rates of the San Francisco newspapers. . . they felt they had to take advertising space in the San Francisco Chronicle, because this newspaper holds a monopolistic position in the morning newspaper field, and that after they got through paying the high and excessive rates. . . there was very little left in the budget for suburban newspaper advertising."

Rate manipulation 'deadly'

In 1969, during the later round of hearings, Barnett made the point even clearer. He asserted that while the San Mateo Times had lost some revenue, it appeared to be able to survive the merger. Like most suburban papers, the Times had substantial revenue sources within its own community — advertisers who had little interest in reaching readers in San Francisco or other outlying areas.

But, he testified, "The manipulation of rates is far more deadly. . . for any publisher brash enough to try to compete with the combination in the metropolitan city itself, [where] large metropolitan advertisers. . . are locked into both of the combined papers by the combination rate."

"Advertisers needing the Chronicle," Barnett testified, "had little choice, after paying its monopoly-inflated rate, than to take the 'bargain' combination rate giving them the Examiner as well. They would have had to pay much more. . . for some new paper that might otherwise enter the market."

Indeed, Barnett's analysis was backed up by evidence. In 1969, a San Francisco weekly called The Argonaut became the first victim of the merger. At the time of the merger, The Argonaut appeared to be quite healthy. Formerly a limited-circulation shopper, it had been purchased in 1966 by James McClatchy, whose family owned the McClatchy newspaper chain. McClatchy had increased the news content of the paper and started to publish twice weekly. His paper was distributed to 200,000 homes.

McClatchy had a staff of 150 full- and part-time employees, and, equally importantly, he had the money to support a promising but as-yet unprofitable new paper.

However, even McClatchy couldn't compete with the new monopoly. After three frustrating years, he decided that no matter what his circulation or how good his editorial content, he would never be able to match the Ex/Chron's totals. And the major advertisers in town made it clear that they could not afford to advertise in both the Ex/Chron combine and his smaller paper. Thus rather than promoting diversity, the Newspaper Preservation Act had snuffed the possibility of a true "diversity of voices" in San Francisco's daily market.

Restrictions on political ads

The monopoly newspaper arrangement in San Francisco also controls advertising *policy* — and thus exerts a not-so-subtle influence over local political groups — especially groups advocating views out of line with those espoused by the Examiner and Chronicle.

Through their advertising policies, the two papers can decide which ads can run and which can't and under what classification (and so under what terms) ads will be placed.

There are plenty of examples that illuminate this process, and demonstrate the power of the advertising policy cartel.

Perhaps the most curious recent case involved the Queen of England, Liberty House Stores and a group of local Irish nationalists. The dispute centered around the queen's March 1983 visit to San Francisco. In the week preceding the event, two local organizations contacted the Newspaper Agency. Their basic message was similiar: They wanted to buy full-page ads in the Chronicle to coincide with the queen's arrival.

Changing demands

But the treatment the two groups received was very different. John Maher, the head of a local Irish Republican Committee, explained the situation to the Bay Guardian. The week the queen arrived, Maher said he called the Ex/Chron Agency in advance. The agency quoted him a rate of $11,000 for a single-time full page ad to run on March 1st. Maher was told, he said, that the ad copy and a check for the full amount were due in the Newspaper Agency office by Friday, Feb. 25th.

When Maher arrived at the agency Thursday afternoon with the ad — which proclaimed in huge letters that the queen was "as welcome as George III" — the situation suddenly changed. The agency told him it had decided the ad was "national" in scope, not local. That meant the cost had jumped to $19,000. The agency also decided it was a "political" ad, which meant the payment would have to be made in cash. When the ad finally ran (thanks to a long night of fundraising), the words "political advertisement" were plastered above it.

Liberty House had no such problem. The store's ad, which ran March 3rd, bore the headline, "A Salute to Her Majesty." There was no tag line identifying it as a political advertisement.

continued next page

Ex/Chron circulation and market penetration

This chart shows how the circulation and market penetration* of the Examiner and Chronicle, separately and combined, have dropped over the past 18 years since the merger.

The figures are for San Francisco, Marin, San Mateo, Alameda and Contra Costa counties — the five counties the papers define as their primary circulation area.

Even though population has increased 20% in this primary circulation area over the past 18 years, the Examiner and Chronicle have, separately or combined, produced no increases in Market penetration. Instead, the total ciruclation of the two papers has decreased 7% in all five counties combined. Overall, the market penetration in these counties has declined by more than 15%.

In San Francisco, the Examiner and Chronicle, separately and combined, have dropped substantially in circulation and market penetration. The Examiner is down 54,989 in circulation and 16% in market penetration. The Chronicle is down 12,516 in circulation and 21% in market penetration. The combined Examiner/Chronicle is down 67,505 and 18.1% in circulation.

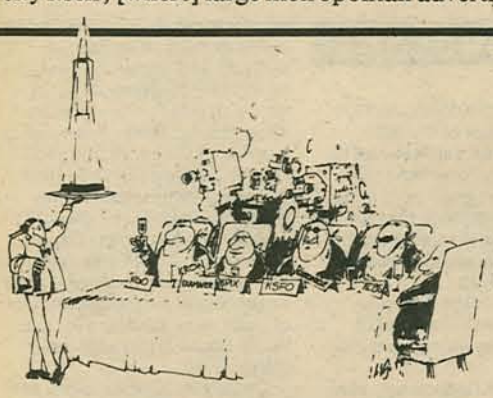
In sum, the chart shows that the two papers combined now reach 35.3% of the houses in their primary circulation area, compared to 51.2% in 1966. And as Chart 2 on page 27 show, the Examiner/Chronicle's market penetration rate compares unfavorably with many other metropolitan daily newspapers.

★ Footnote: Market penetration is the percentage of households in the primary circulation area that buy at least one of the papers regularly.

	Examiner		Chronicle		Ex/Chron	
	Circ.	Market Pen.	Circ.	Market Pen.	Circ.	Market Pen.
San Francisco						
1966[1]	135,188	42.8%	130,518	41.6%	265,706	84.4%
1984[1]	80,199	26.8%	118,002	39.5%	198,201	66.3%
Change	-54,989	-16.0%	-12,516	-2.1%	-67,505	-18.1%
San Mateo						
1966	32,400	22.5%	56,600	39.4%	89,000	61.9%
1984	25,318	10.6%	68,690	28.9%	94,008	39.5%
Change	-7,082	-11.9%	+12,090	-10.5%	+5,008	-22.4%
Marin						
1966	6,500	11.3%	26,700	46.8%	33,200	58.1%
1984	7,430	7.9%	33,465	35.4%	40,895	43.3%
Change	+930	-3.4%	+6,765	-11.4%	+7,695	-14.8%
Alameda						
1966	13,000	3.9%	74,600	22.1%	87,600	26.0%
1984	12,891	2.9%	76,542	17.2%	89,433	20.1%
Change	-109	-1.0%	+1,942	-4.9%	+1,833	-5.9%
Contra Costa						
1966	4,100	2.7%	32,600	22.1%	36,700	24.8%
1984	8,431	3.2%	43,893	16.7%	52,324	19.8%
Change	+4,331	-.5%	+11,293	-5.4%	+15,624	-5.0%
TOTALS						
1966	191,188	19.2%	321,018	32.1%	512,206	51.2%
1984	134,269	10.0%	340,592	25.3%	474,861	35.3%
Change	-56,919	-9.2%	+19,574	-6.8%	-37,345	-16.0%

1. 1966 circulation and penetration figures are based on publishers statements reported to the Audit Bureau of Circulations for audit periods ending 3/31/66 and 9/30/66.

2. 1984 figures were taken from American Newspaper Markets' Ciculation '83/'84.



The Examiner, Chronicle, KRON and other media line up for the Transamerica building. Guardian cartoon by Mick Stevens, 1971.

aminer, fail to pick up the story. However, Kihn and the story's author, Guardian publisher Bruce B. Brugmann, are invited to testify at the new round of hearings on the publishers' bill in Washington, D.C.

On June 12th, Kihn and Brugmann testify about Chron/KRON's use of private detectives to tail and probe the private lives of Kihn and Blanche Streeter, the two parties opposing KRON's license renewal. The Chronicle publishes a short story in which publisher Thieriot avoids either admitting or denying the charge and adds that he won't comment further on the matter.

Less than a week later, Thieriot writes the Senate subcommittee a letter in which he admits the charge, confirms that the Chronicle was responsible for hiring private detectives to investigate Kihn and Streeter, denies none of the detectives' reported tactics and defends as "entirely reasonable and proper" the use of private detectives against anyone "engaged in a course of conduct plainly antagonistic to KRON-TV." This statement, which contradicts his earlier statement in the Chronicle that he would comment no further on the charges, is not reported in the Chronicle. The "competing" Examiner also reports nothing — neither the original private detective story, nor the Washington testimony, nor the Thieriot admission.

This story of non-coverage is but one example of how the Examiner/Chronicle suppresses and obfuscates the coverage on elements of its corporate behavior: the "failing newspaper" lobbying and hearings, the Tucson case and the KRON license renewal hearings.

● Rep. Emanuel Cellar (D-NY), chairman of the Judiciary Committee and its antitrust subcommittee) delays action on the bill on the grounds that more than half of the 44 papers in JOAs must submit financial reports to justify their request for government subsidies. "It's like pulling teeth," he tells the Washington Post.

The information is finally delivered on April 6, 1970. It is classified as "confidential" and kept in the Judiciary Committee files, where it will not be available for public scrutiny.

Some members of the committee and staffers who have seen the documents comment that they fail to prove overriding need for relief from antitrust prohibitions. Rep. Abner J. Mikva (D-Ill.) tells the National Journal that the confidential information "shows more black figures than red ones."

1970: As the National Journal sums it up, "Lobbying overwhelms opponents of Newspaper Preservation Act." The publishers, facing an impending court-directed divestiture deadline on the two JOA papers in Tucson, push the Senate to a 64-13 vote and the House to a 292-87 vote. The biggest margin comes from states and districts with JOAs and JOA-chain newspapers, as 85% of the voting members from districts with an interest in the legislation favor passage, according to a National Journal tally.

Some congressional opposition from Los Angeles develops in reaction to the vigorous lobbying by the Chronicle and the way the paper treats Rep. Jeffery Cohelan, who has represented the 7th District (Berk./Oakl.) for six terms but is defeated in the June 2nd Democratic primary.

One California representative informs the National Journal that Cohelan told Democratic members of the California delegation that he had been called by then-Executive Editor Scott Newhall, who wanted Cohelan to

continued next page

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A newspaper agency representative, Pat Silva, refused to say how much the store had paid, but she confirmed that Liberty House was billed at the standard contract rate — considerably less than the $11,000 that Maher had originally been quoted.

Silva also explained that, unlike the Irish group's ad, the Liberty House ad was deemed to be local in scope — and completely apolitical. "All Liberty House did," she said, "was welcome the queen."

Paying for politics

The latent politics of the Newspaper Agency also creep into the classified section. In May, 1984, the California League of Conservation Voters tried to place a help wanted ad for political canvassers as it had done many times in the past. The ad was to read: "If you've had enough of Reagan, and want to get the pollution out of politics, then help mobilize the environmental vote." That, apparently, was too hot for the Ex/Chron to handle. As CLCV's canvass director, Marguerite Young, explained to the Bay Guardian, the agency first told her it found the ad "libelous," and said the copy would have to be toned down. A Bay Guardian story that week quoted California Newspaper Publishers Association attorney Terry Francke as saying the CLCV statement seemed well within the acceptable boundaries of free speech. Besides, Francke said, the president of the United States was not likely to sue a paper for libel over anything — and certainly not over a classified ad. The next week, the agency changed its story. Young was told that the ad was "political," and not strictly a "help wanted" notice. That meant the group would have to pay a premium rate, in cash, a week in advance of publication.

Instead, the league rewrote the ad, omitting any specific reference to the president, and the agency let it run.

Column refused . . .

When all is said and done, however, the incident that provides perhaps the most telling insight into the attitudes embodied in the Examiner/Chronicle monopoly took place more than 14 years ago. It was July 1970. The House of Representatives had just approved the Newspaper Preservation Act and sent it on to President Nixon. Nicholas Von Hoffman, who wrote at the time a syndicated column that appeared in the San Francisco Chronicle among other papers, wrote a scathing column about the act. Von Hoffman denounced the publishers behind the bill as being "as scurvy as the special interests they love to denounce."

Von Hoffman's column also referred specifically to the San Francisco Examiner and Chronicle. He stated that the pair were "so bad that the best and most reliable periodical in the city is the Bay Guardian, a monthly put out by one man and a bunch of volunteer heplers."

. . . even as an ad

The Chronicle refused to publish the column, so a few days after it was scheduled to run, the Bay Guardian's office manager approached the Examiner/Chronicle advertising department. The office manager attempted to buy space — a four-inch by 16-inch advertisement, at the rate of $2,408 — to make Von Hoffman's comments available to the readers of both daily papers.

The San Francisco Newspaper Agency refused to accept the ad. Even for $2,408, cash up front, the Examiner and Chronicle wouldn't let their readers see the comments of the Chronicle's regular weekly columnist. "The publisher has a right to refuse to run anything he

CHRONOLOGY

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be a co-sponsor of the bill:

"Jeff said he told Newhall he wanted to read over the bill. Well, he didn't get a word in the Chronicle all through his campaign and they had supported him editorially and covered his other campaigns.

"So some of the guys just decided if it was that kind of operation, they didn't want any part of it."

● The Justice Department under Presidents Johnson and Nixon has stood firm against the bill. Congressional testimony by the Justice Department against the bill is cleared by the Budget Bureau, meaning the White House. It states the bill would further entrench "absolute monopoly," "flout the basic principles of the free enterprise system" and impair the vital newspaper function of "acting as a watchdog on government." Then Richard Berlin, president of the Hearst Corporation, sends two letters to Nixon and visits him in the White House. (See "Dear Mr. President," page 28.)

A few days later, the Department of Commerce endorses the bill. Washington observers recall no precedent for the Department of Commerce speaking for the White House on an antitrust matter.

On July 24th, Nixon signs the bill. One day later, the Bay Guardian files an antitrust action in San Francisco, attacking the constitutionality of the Newspaper Preservation Act. It charges, among other things, that the Examiner/Chronicle JOA has taken the lion's share of San Francisco's print advertising

wants, and he doesn't have to give a reason," J. C. Kenney, a Newspaper Agency representative, told the office manager.

"Do you mean," the office manager asked, "he can arbitrarily do this, even though he publishes a monopoly newspaper?"

"We're not a monopoly," Kenney replied. "There are lots of places you can go to advertise. Why, you can go right across the street and put it in the Shopping News, which comes out two or three times a week. Or you can put it in the Chinese Weekly." ■

Market penetration of major city newspapers

This chart shows how the 27% market penetration rate[1] of the Examiner/Chronicle compares unfavorably with the penetration figures of several other metropolitan newspapers.

Ben Bagdikian, a UC Berkeley journalism professor and well-known media critic, compared the Chronicle's penetration figures to those of other similar-sized newspapers in a May 1982 story in *San Francisco* magazine.

He noted that the Chronicle sells "fewer papers per household than other papers its size" and "sells even fewer compared with papers up against much tougher competition than the Chronicle faces." In fact, as the chart shows, both the Chronicle and the Examiner sold fewer papers than did jointly operated newspapers in the comparably sized markets of Miami and St. Louis.

(When one adds the Examiner's figures, Bagdikian's analysis applies even more strongly. Within their primary circulation area, the two papers, separately and combined, have produced no increases in market penetration since the merger. Instead, their total market penetration has been declining — see chart page 25).

In the end, these charts raise a fundamental question: Why are the Examiner and Chronicle doing so well financially when they're selling so few newspapers and their circulation and market penetration rates are declining?

The answer: Because of their ability to fix and manipulate rates with little relation to circulation and market penetration — and with no fear of competition or prosecution (see "The Crybaby Millionaire Lawbreakers Relief Act," page 29.

Newspaper	Daily Circulation	Market Penetration
Kansas City Star/Times	530,987	92.7%
Milwaukee Journal/ Sentinel	489,763	78.7%
Honolulu Star-Bulletin/ Advertiser*	195,837	62.7%
St. Louis Post-Dispatch/ Globe-Democrat	497,495***	54.4%
Philadelphia Inquirer/News	828,236**	45.7%
Cincinnati Enquirer/Post*	327,110**	45.3%
San Jose Mercury/News	227,084	44.0%
Miami Herald/News	453,000**	30.0%
San Francisco Examiner/ Chronicle*	687,317	27.0%

1. The 27% figure applies to the Ex/Chron ten county primary market area: San Francisco, Marin, San Mateo, Contra Costa, Alameda, Sonoma, Napa, Solano, Mendocino and Santa Clara counties. Each newspaper defines its own primary market area. The penetration rate is the percentage of households in the primary market area that buy the papers regularly.

2. All circulation and penetration figures are taken from American Newspaper Markets' *Circulation '83/'84* unless noted with an *. Penetration rates were determined by dividing the paid circulation figure by the number of households within a paper's primary market area.

*Publishers' statement from March 31, 1984 Audit Bureau of Circulations figure.

**Papers with Joint Operating Agreements.

***These figures were for the period when the two papers were jointly operated. They have since reseparated.

revenue through its monopoly-inflated joint ad rate, thereby leaving only crumbs for the Bay Guardian and other print publications in San Francisco.

- In spring, the FCC holds KRON license renewal hearings in San Francisco. This is an unprecedented and highly significant event in the annals of American broadcasting. The FCC is seeking to determine issues that could help reverse the routine way the FCC has been renewing licenses. Among the issues considered: whether the Chronicle has abused its public trust by "managing" the news on KRON to further its business and cable TV interests; whether it has an undue concentration of control of Bay Area media; and whether it has engaged in monopolistic practices in the newspaper industry.

Steve Barnett, a UC Berkeley law professor, analyzes the hearing's coverage by the Examiner and Chronicle and finds it comes out as if directed by the Chronicle's family law firm: "The newspaper stories were designed to make the hearing as uninteresting and incomprehensible as possible . . . and as favorable as possible to Chronicle interests.

- In May, the Chronicle loses its appeal to prevent the issue of its use of private detectives from being a hearing issue. The FCC orders a resumption of the hearings on Sept. 15th, as anyone who can find and decipher the three-paragraph item on page 54 of the May 27th Chronicle knows.

Soon after passage of the Newspaper Preservation Act, the

continued next page

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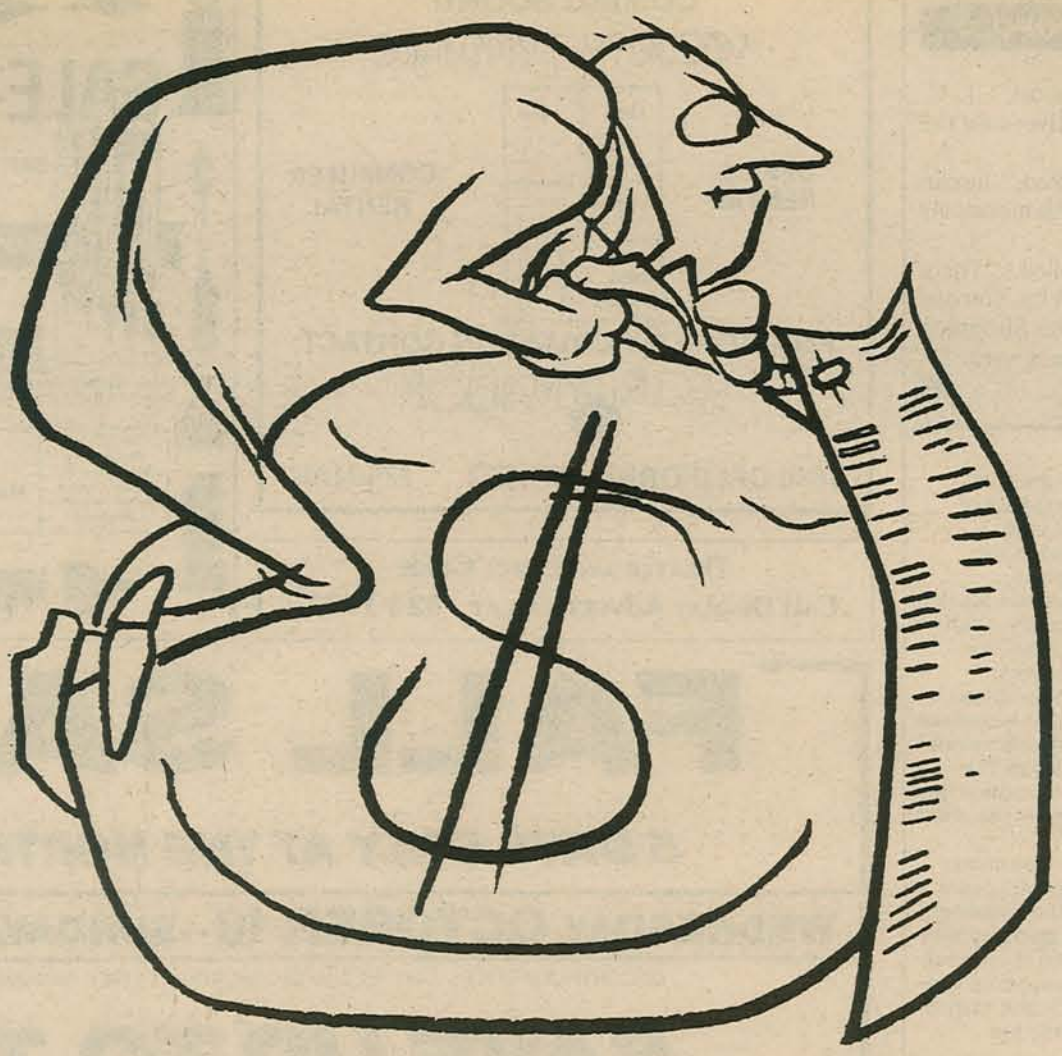
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GUARDIAN GRAPHIC BY ROBERT OSBORNE, 1967

'Dear Mr. President'

When the president of the Hearst Corporation needed to get President Richard Nixon to reverse his administration's opposition to the Newspaper Preservation Act, he threatened Nixon with the loss of editorial support. UC Berkeley journalism professor Ben Bagdikian discusses this extraordinary display of corporate power in his recent book, The Media Monopoly, *excerpted below. (Reprinted with the permission of the author and Beacon Press.)*

BY BEN BAGDIKIAN

Dear Mr. President," the letter began. Nothing extraordinary in a country where every day hundreds of citizens write to the president of the United States. But this was not an ordinary letter. The recipient on this July day in 1969 was President Richard M. Nixon. The writer was Richard E. Berlin. The name of Berlin and six other men whose cause he invoked meant nothing to the general public but they meant a great deal to Richard Nixon. And in the symbiotic equation of power, Richard Nixon meant a great deal to them.

Berlin was asking the president to use his influence to exempt him and his friends from a federal law that in previous years had sent other corporate executives to jail. That is why they needed the president. The reason President Nixon needed them was nearly as obvious.

Richard Berlin, as noted on his stationery, was president and chief executive officer of the Hearst Corporation in New York. The Hearst Corporation owned nine newspapers, ten broadcasting stations, twenty-six magazines and a book publishing house. Berlin spoke for his corporation and for six others, so his letter represented a massive complex of popular communications — dozens of newspapers, national magazines, cable systems, radio and television stations, book publishers and the country's second largest news service. These media produced news and information that helped create the country's perception of the world

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CHRONOLOGY

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Ex/Chron jacks up the ad rates significantly.

1975: After five years of pre-trial fighting, the Bay Guardian and plaintiffs in four treble damage suit actions settle their cases out of court.

- On Sept. 3, 1975, the Pacific Sun, Berkeley Barb and Cadillac Associates employment agency pick up the case and file an anti-trust action against the Examiner/Chronicle.

1975-79: Though much of the pre-trial work is done and the records available, Chronicle attorneys manage to delay a trial by stalling in producing documents. Some key documents, including the Gould letters (see 1960s), are produced by Chronicle lawyers only near the end of the first trial.

In December, the suit finally comes to trial. Pacific Sun Attorney Art Shartsis proposes the court try three issues: (1) that both the Examiner and Chronicle could have survived and competed in San Francisco in 1965; (2) that the Examiner/Chronicle Joint Operating Agreement has led to illegal price-fixing of advertising rates; (3) that the 50-50 split of profits between the Examiner and Chronicle is illegal.

Federal Judge William Ingram rules the trial must be split into two parts. The Sun must first prove the first issue (whether the merger in 1965 was the only way to save both papers). Only if the Sun wins this first issue will the issues of price-fixing and profit-sharing be tried.

- At the trial, Richard Archer, representing the Examiner/Chronicle, tries to portray the Examiner as a dying paper in 1965. Newspaper expert John Malone testifies for the Sun that the Examiner could have saved $3.7 million in 1964 if it had built a modern plant. Further, the Sun argues, Hearst has siphoned off some $35 million in profits from the Examiner since World War II, without reinvesting any of it in new facilities.

1980: The first Pacific Sun trial ends in a hung jury. Jurors split 3-3 over whether the Examiner in 1964 could have become "financially sound within a reasonable period of time." Post-verdict interviews with the jurors show they all believed the Examiner could have made a profit, but three believed the judge limited them to deciding whether the Examiner could have turned a profit quickly.

- In December, a new judge, U.S. District Judge Robert Aguilar, levies a fine of $19,753 against the Chronicle lawyers for delays in producing the damaging Gould memos and other evidence, none of which had been produced during ten years of Guardian and Sun discovery proceedings.

1981: On March 17th, Aguilar issues a key order stopping the Sun from including in its arguments the amount and scale of Examiner/Chronicle profits under the JOA since 1965. The judge says he is concerned that the $70 million the Ex/Chron has made between 1965 and 1976 may prove "inflammatory" to jurors.

- The Sun uses newspaper consultant John Malone's studies to show San Francisco is a robust market able to support competing newspapers. Of the top ten newspaper markets, Malone says, only San Francisco does not have at least two competing newspapers.

The Sun uses the memos of former-Examiner Publisher Charles Gould to show that Gould believed the Examiner could successfully compete with the Chronicle and had time and again laid out plans to do so.

The Ex/Chron's new attorney, John Martel, brings Gould and former Examiner General Manager Wells Smith to the stand to discredit their pre-merger memos in which they wrote that the Examiner could effectively compete. (As Steve McNamara, the Pacific Sun publisher, writes in his column, "they fell on their swords for the cause. They said they had been ignorant, foolish and — in Gould's phrase — 'panicked' when . . . they wrote letters to Hearst headquarters painting a bright picture of the Examiner's future."

Martel, finding trouble discrediting Malone's testimony, seeks to discredit Malone personally in a nasty attack. In all, the Ex/Chron spend some $600,000 in witness fees and studies. With the addition of attorneys' fees, this brings the Chronicle's trial expenses to $2 million, according to Sun estimates.

- On June 12th, the Sun trial goes to the jury. A straw poll among the jurors finds them split, 3-3, just as in the first trial.

On June 15th, when the jurors return after the weekend and find themselves still deadlocked, they ask the judge to



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Did Chronicle founder Mike deYoung blackmail railroad magnate William Crocker? Did deYoung obtain his famous 1919 California Street mansion because Crocker feared what he knew? The rumours have persisted ever since deYoung moved into 1919 California in 1881.

In the diary he published in 1895, William Chambliss, a world traveller and critic of high society, writes that something strange surrounded deYoung's "acquisition of that California Street residence from a late railroad magnate, who was given to a strange infatuation for a certain grass widow who subsequently became his daughter-in-law."

Chambliss's cartoon, drawn by San Francisco artist Laura Foster, identifies the railroad magnate as Crocker and suggests blackmail by the flag over the Chronicle building entitled "White (?) mail."

In 1980, the rumor that deYoung blackmailed William Crocker is mentioned again, this time in *California Rich* by Stephen Birmingham.

Placed in the context of the Chronicle in the 1880s, it's easy to see how such rumors started. Mike and Charles deYoung founded the Dramatic Chronicle as a theater review sheet in 1865. Later, a disagreement with a theater owner led the deYoungs to discover that gossip about the theaters, their patrons and their adjacent gambling dens sold papers faster than simple reviews.

By 1871, Charles deYoung had been sued twelve times for criminal libel. And in 1879, after an exchange of editorials and sermons with a San Francisco mayoral candidate (and later mayor), Rev. Isaac Smith Kalloch, Charles shot and wounded Kalloch outside his church. In retaliation, Kalloch's son shot and killed Charles in the Chronicle building in 1880.

And about a year later, Mike deYoung, now the sole publisher of the Chronicle, moved into his new mansion.

— Michael Hoad

An 1895 cartoon in Chambliss's Diary, Or, Society as It Really Is portrays the Chronicle brass as vultures. "Mike," the lead bird, is Chronicle co-founder M.H. deYoung; he's followed by his managing editor, city editor and gossip columnist. According to Chambliss, deYoung acquired 1919 California Street through blackmail (see accompanying story).

18TH ANNIVERSARY SPECIAL

UP AGAINST THE MEDIA MONOPOLY

The Crybaby Millionaire Lawbreakers Relief Act

How some of the nation's largest newspaper publishers pleaded poverty and got Congress to protect them forever from competition

BY TIM REDMOND

"Readers of the San Francisco newspapers are told about as much about the battle for control of their news media as readers of Russian newspapers are told about events in Czechoslovakia."

— UC Berkeley law Professor Steve Barnett in testimony before the Senate Subcommittee on Antitrust and Monopoly, 1969.

David J. Leonard, a respected corporate lawyer from Tucson, Arizona, appeared before the U.S. Senate Subcommittee on Antitrust and Monopoly in 1970, and, in the course of a few short minutes, referred to the publishers of two prominent Arizona newspapers as "pigs," "swine," "fat pigs" and "just the fattest pigs you could imagine."

The charges themselves might not have caused much of a stir. Even in the staid Senate, harsh words were not uncommon, and the hearings on the Newspaper Preservation Act had already been punctuated by several sharp exchanges. But Leonard's testimony had an unusual twist. The lawyer defended his characterizations as being not slurs, but clear, demonstrable fact.

Leonard presented for the permanent record a 24-year-old document prepared by the Arizona Daily Star, which in 1940 had merged its printing, advertising and business operations with the Tucson Daily Citizen.

The 'Pig Document'

The 15-page report, which became known as the "Pig Document," contained some highly self-immolating material. Scattered throughout it were illustrations in which the two papers depicted themselves as happy, contented pigs who had grown tremendously fat by agreeing to halt competition and instead fix advertising prices, pool profits and control entry into the city's newspaper market.

The Daily Star had prepared the document in 1946 to support its claim for exemption from the World War II Excess Profits Tax. In making that argument, the paper included a startling statement. Profits at the Star had, indeed, jumped dramatically between 1941 and 1946, the document agreed. But the reason had nothing to do with the war.

"The Arizona Star," the document stated, "did substantially and actually acquire control and use of the assets of its competitor prior to May 31, 1941...and did eliminate all competition from the local field on that date. Net profits immediately increased as a direct result."

So when Leonard called the publishers "fat pigs," he was simply quoting the publisher's own description of themselves. "This document," Leonard testified, "is the most amazing document I have ever seen...These fat pigs knew what they were, and they knew what they were right after the war, and they knew what they were during the war, and they knew what they were when the entered into this agreement."

Little news coverage

The act in question at the Senate subcommittee hearings ranks as one of the worst-covered news events in the history of the United States. Unlike many pieces of legislation debated in the halls of Congress, the Newspaper Preservation Act was destined to have a powerful direct impact on the day-to-day lives of millions of Americans. Proposed by the heads of some half-dozen powerful newspaper chains — notably Hearst, Scripps-Howard, Gannett, Copley, Newhouse and Knight — the bill exempted the newspaper industry from key parts of federal antitrust law. It allowed newspapers competing in a city to legally establish a monopoly operation and, as the Tucson papers did, fix advertising prices and circulation levels, pool profits and control entry into the marketplace — all with no fear of legal reprisals.

A copy of the Pig Document was entered into the subcommittee record, and a cartoon from it appeared in the next day's Washington Post. But the newspaper readers in Tucson were not told about the document, nor about the rest of Leonard's testimony. Nor were daily newspaper readers in San Francisco informed. As Morton Mintz, who covered the hearings for the Washington Post, and Jerry S. Cohen, who was staff director and chief counsel of the Senate antitrust subcommittee, later wrote in their book *America, Inc.*, the vast majority of the nation's news media ignored or played down not only the Pig Document but virtually every other significant news development to come out of the hearings. Instead, according to Mintz and Cohen, the media wrote "reams of copy...on the self-serving statements of publishers and editors."

An intense investigation

The newspaper publishers' request for antitrust relief spurred Congress to conduct the most intensive investigation and solicit the most extensive testimony ever produced on the increasing concentration of the newspaper industry in America. The results were — and are — fascinating. The testimony raised some of the most profound public policy questions to come before the federal legislators in decades.

But most of the people interested in the hearings had to read about them months later, in the form of government documents — lengthy, single-spaced transcripts

continued page 31

reread one of his instructions to the jury. The instruction they wish reread tells them the Examiner and Chronicle must have exhausted "all reasonable means" to make profits before they could enter a Joint Operating Agreement. This instruction favors the Sun, but Aguilar also rereads five other instructions that favor the Examiner/Chronicle. A key one says the Examiner did not have to try to modernize its plant before entering the JOA.

Less than half-an-hour after the judge rereads the instructions, the jurors find unanimously for the Chronicle. The judge rules that the Examiner and Chronicle were entitled to the antitrust exemption in 1965.

- McNamara says in his Sun column, "It's too bad that the dailies missed this opportunity to take a bracing plunge into the free enterprise system. It's amazing to see how the people who preach the joys of competition on their editorial pages are the first to run for monopoly profits when faced with awkward challenges of having to compete."

He also writes that "Chronicle readers will go to their graves not knowing what the fuss was all about. The Chron's coverage, right up to the end, made it sound as though the Sun was challenging the dailies' right to use the same printing plant and type-setting equipment. We weren't. We were challenging their right to violate the Sherman Anti-Trust Act by jointly fixing prices and splitting profits. This distasteful subject was genteely ignored."

- Soon after the JOA clears its last major antitrust hurdle by winning the Pacific Sun case, it jacks up the ad rates significantly and keeps them climbing in an upward trajectory that has little relation to the declining circulation and market penetration of the Examiner/Chronicle combine (see circulation and market penetration charts).

1984: Mayor Dianne Feinstein appoints Joseph Barletta, president of the San Francisco Newspaper Agency, to be a member of the powerful San Francisco Public Utilities Commission. (Barletta has contributed $1,000 to Feinstein's 1983 campaign, as well as almost $1,000 to Sup. John Molinari's current reelection campaign.)

Barletta's acceptance of a major City Hall appointment, without public dissent from either paper, seriously erodes whatever claims the Examiner/Chronicle have to be serious "watchdogs" over government at City Hall.

Among other things, his appointment helps institutionalize the Examiner/Chronicle's virtual blackout of the $44-million-per-year PG&E/City Hall/Raker Act scandal. It fittingly symbolizes the Ex/Chron/JOA commitment to the ongoing Manhattanization of the city.

1965-84: What, after all, were the Examiner and Chronicle fighting for so ferociously during all these years? Monopoly profits in perpetuity.

What would have happened if they had lost somewhere along the line? They would have had to do what the other businesses in the city do: compete.

But, unlike any other San Francisco business, under the JOA they have had for almost 20 years a government-sanctioned monopoly, operating without regulation, piling up huge annual profits. They amount to $75 million in ten years, more than $150 million by 1984, enough for the Chronicle to buy TV stations in Omaha and Wichita and a $50 million newspaper in Illinois. Even if they had been failing newspapers in 1965, the papers have since become monopoly-rich by operating in one of the biggest markets in the country with no daily competition. Why are they still so afraid of competing even today?

The JOA keeps taking more and more out of the city and the Bay Area — and putting less and less back in. The papers get no better editorially, except for a burst now and then in the Examiner. They have both been abandoning San Francisco for the suburbs — and the substantial declines in circulation and market penetration prove it. And they are seriously shortchanging advertisers, as rates go ever skyward with no relation to declining circulation and market penetration.

As detailed in this issue, the economic and institutional dynamics of a San Francisco Joint Operating Agreement controlled by the deYoung and Hearst heirs have serious adverse effects on readers, on advertisers, on journalism, on the community and on public policy.

— Bruce B. Brugmann and Michael Hoad

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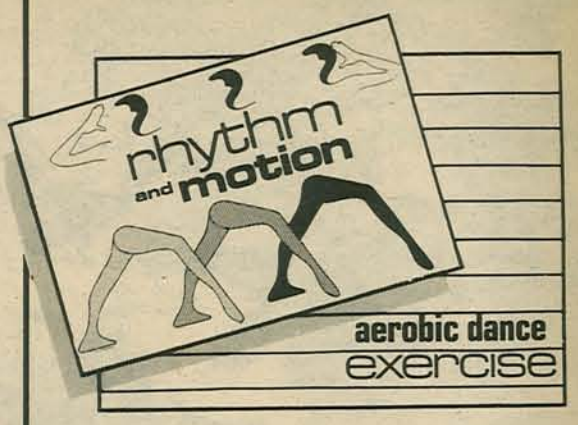
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18TH ANNIVERSARY SPECIAL

UP AGAINST THE MEDIA MONOPOLY

continued from page 29

of the House and Senate subcommittee hearings. With very few exceptions, the newspaper industry either ignored the hearings or limited its coverage to the most trivial details. This was most pronounced in cities where the papers operated under the monopoly mergers known as Joint Operating Agreements.

Among the major national stories ignored or downplayed by the media were:

● Documented testimony from witness after witness refuted the publisher's key argument — that without the antitrust exemption, the second newspaper in dozens of cities with two dailies would be threatened with extinction, whereas the JOA merger arrangements "preserved a diversity of voices."

Steve Barnett was one of those witnesses. Barnett, a law professor at UC Berkeley, produced the results of his study, which had found no conclusive evidence of a trend toward two-paper towns becoming one-paper towns. Most cities, he maintained, did not appear able to support four or even three papers, and many such dailies were indeed folding. But, Barnett stated, the evidence that two competing papers couldn't survive in most markets was inconclusive at best.

A parade of witnesses also testified that JOA papers did *not* ensure a "diversity of voices." Papers with profit-pooling arrangements almost invariably ignored major stories that might reflect badly on their business partners, according to these witnesses. Further, because they lacked economic competition, most JOA papers had little incentive to put money into improving their editorial services, the witnesses declared. For details, see Chronology, page 7.

In addition, many of those testifying declared that in JOA cities (such as San Francisco and Tucson), the monopoly arrangements made it almost impossible for alternative papers to get a foothold in the market, thus further restricting the "diversity of voices."

● Despite the fact that much of the publishers' case for the antitrust exemption rested on a plea of poverty, none of them were willing to show their profit and loss figures. When the House antitrust subcommittee finally demanded the information, the publishers agreed to do so only if it would be permanently sequestered — shown to the committee members but to no one else. During the testimony and debate on the House and Senate floors, several opponents of the bill lamented this fact. The National Journal quoted Rep. Abner Mikva of Illinois as saying the information "shows more black figures than red ones."

● There was an unmistakable pattern among the sponsors of the bill: Virtually every one was from a community with a powerful JOA paper. The National Journal reported intensive lobbying, including direct threats by publishers that opponents of the bill would receive adverse coverage of their future electoral campaigns.

● Throughout the hearings, dozens of little secrets of the publishing industry were revealed — the sort of stuff that, like the Pig Document, would have been reported in every major paper in the country if the industry in question had been anything other than newspaper publishing. It was, for example, disclosed during the hearings that powerful newspapers routinely buy up exclusive rights to syndicated features they never intend to use but wish to prevent other local papers from printing.

In short, the Newspaper Preservation Act — which Leonard called the "Pardon for the Pigs" bill, and Bay Guardian Publisher Bruce B. Brugmann dubbed "The Crybaby Millionaire Lawbreakers' Relief Act" — passed overwhelmingly in 1970 with little informed public debate. And it did so after a barrage of questionable lobbying tactics had led senators, representatives and even the president to ignore the U.S. Supreme Court, their own staffs' advice, their common sense and political principles and a metric ton of undisputed evidence to grant a few rich, powerful newspaper publishers an unprecedented exemption from the antitrust laws of the United States.

A capsule history

The history of the Failing Newspaper Act and the rapid increase in Joint Operating Agreements is laid out in great detail in the Chronology beginning on page 7.

continued next page

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continued from previous page

Here's a capsule summary of the tale:

The Joint Operating Agreement story began back in 1932, when the Albuquerque (New Mexico) Tribune, a Scripps-Howard paper, and the Albuquerque Journal, owned by Thomas M. Pepperday, decided after only two years of declining ad revenues to cease competition and combine publishing operations. Under the contract they signed in 1933, a new corporation, the Albuquerque Publishing Company, took control of the printing, advertising and business functions of both papers. Ownership of the new operation was split equally between the two papers. Both publishers asserted that their news and editorial operations would remain entirely separate and would continue to compete as they had in the past.

But the key feature of the agreement was never made public. The two papers had agreed to fix circulation and advertising rates and to divide all profits down the middle.

The Newspaper Preservation Act granted blanket immunity from antitrust action to all 22 existing JOAs and allowed for future agreements whenever the newspapers involved could obtain Justice Department approval.

Each of those practices, the courts would later confirm, amounted to a per se violation of federal antitrust laws.

Immensely profitable

However, the JOA quickly became immensely profitable, and soon other papers got into the act. Before long, there were newspaper monopolies in 20 major American cities, and publishers such as Hearst and Gannett were able to raise advertising rates to unprecedented levels (see charts, pages 25 and 27) and their advertisers, captives of the closed market, had no alternative but to pay.

The merger agreements were worth countless millions, and the attorney generals under Roosevelt, Eisenhower and Kennedy allowed them to continue unopposed. However, in 1964, the Justice Department suddenly decided to stop looking the other way.

The first civil antitrust suit against a JOA was filed in 1965. It challenged the legality of the Tucson arrangement described in the Pig Document. In April of that year, a federal district judge in Arizona ruled the Tucson arrangement illegal and required the two papers to submit a plan for divestiture.

The Tucson papers appealed, but the decision sent shock waves through the industry. If the Tucson decision held up, it was clear that every JOA in the nation would be in jeopardy. The monopoly papers and their owners stood to lose incalculable sums of money in the years to come if they were forced to disband the lucrative arrangements.

Planning an Ex/Chron merger

In San Francisco, the Tucson decision came down just as Charles deYoung Thieriot, publisher of the family-owned Chronicle, and Randolph A. Hearst, publisher of the Hearst-owned Examiner, were finalizing a JOA merger of their own. Randolph Hearst had first proposed the deal in 1962, over lunch with Thieriot at the Pacific Union Club. Thieriot was receptive, but he made it clear that he would not accept any merger unless the deal was given prior approval by the Justice Department.

Attorneys for the papers wrote to Attorney General Nicholas Katzenbach, informing him of the proposed plan and asking for clearance. As Assistant Attorney General Donald F. Turner later testified, the Justice Department never specifically granted "clearance" for the merger. However, the department did say that, in light of the pending action in Tucson, it would not institute antitrust action against the Examiner-Chronicle JOA "at this time."

That was good enough for Thieriot, who later testi-

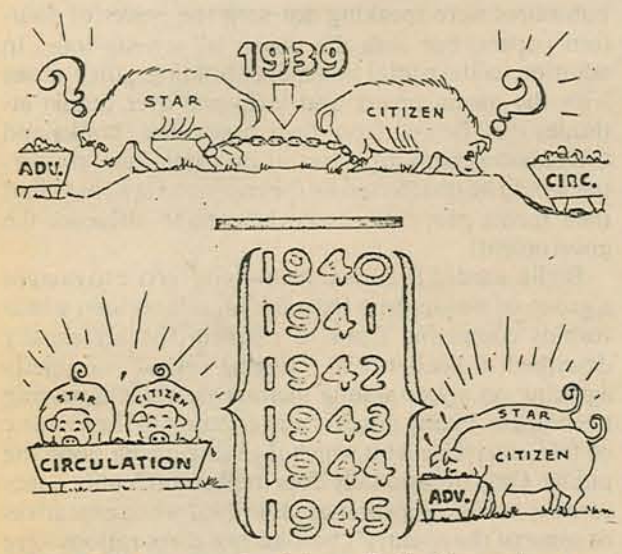
fied that the statement, in fact, was a "clearance letter." On Sept. 13, 1965, the first JOA-produced papers began to roll off the presses, the Chronicle in the morning and the Examiner in the evening.

Legislative help sought

Thus the Tucson decision did not put an end to new JOAs, and in 1966, the Miami Herald and the Miami News became the 22nd such arrangement in the country. But the JOA publishers realized they couldn't rely on the courts to uphold the legality of their anti-competitive practices. In fact, as Barnett testified in Senate hearings held in 1969, "Any antitrust lawyer would have advised them in 1965 that the government had an excellent chance of winning the Tucson case."

Clearly, a new strategy was needed to protect existing and future JOAs from antitrust actions by either the government or private parties.

By this time, a group of small merchants in Tucson had filed suit against the newspaper merger, claiming the monopoly-inflated ad rates effectively priced them out of the local advertising market.



In this 1946 cartoon, the Arizona Daily Star portrays itself and its business partner, the Tucson Daily Citizen, as a pair of pigs. After many lean years of struggling to compete for advertising and circulation, the two merged in 1940. After the merger, the cartoon shows them living happily off the fat of the land, pooling their advertising and circulation revenues and reaping huge profits. The cartoon was part of the Star's effort to avoid a wartime excess profits tax.

In 1967, at the request of the publishers of the Arizona Daily Star and the Tucson Daily Citizen, Senator Carl Hayden of Arizona introduced S. 1312, which was dubbed the "failing newspaper" act. A similar bill appeared in the House. Both bills had long lists of co-sponsors, mostly legislators representing cities or states in which powerful newspapers were involved in a JOA.

The act languished in both houses for the next two years. The Senate Subcommittee on Antitrust and Monopoly and the House Antitrust Subcommittee held extensive hearings in 1967 and 1968, but the measures died in the face of opposition from both the Johnson and Nixon administrations.

New urgency, more pressure

In 1969, however, the JOA publishers ran out of time. On March 10th, the U.S. Supreme Court voted 7-1 to uphold the Tucson decision, affirming District Judge James Walsh's order that the two papers must begin making divestiture plans.

There was an immediate increase in pressure on legislators to pass a bill granting relief to JOA publishers. Two new bills — S. 1520 and H.R. 279 — appeared. This time the measure was dubbed the "Newspaper Preservation Act." The Senate version has 33 co-sponsors, the House version 108. In both cases, nearly all the co-sponsoring legislators had a JOA publisher back home. The National Journal reported that many of the sponsors had been asked by a hometown publisher to support the bill.

At the time the measure came to the House floor, there were 119 members representing districts in which JOA papers made important editorial endorsements. All but 14 of them voted on the bill, and 89 of the 105 came out in favor. The story in the Senate was almost the same. Of the 38 senators representing states with JOAs, only two voted against the bill.

According to *America, Inc.,* several senators acknowleged privately that powerful publishers had told them that if they didn't support the bill, the newspapers would never again endorse them for reelection. "Many congressmen," authors Mintz and Cohen wrote, "did not need to have it spelled out for them that to oppose the publishers could mean being blacked out or otherwise vengefully treated by media with pervasive newspaper and, often, television and radio holdings."

Blanket antitrust immunity

Nixon's own Justice Department had urged him to veto the bill. However, the backers of the measure had other ideas. Richard Berlin, the president of the Hearst Corporation, personally wrote to and later visited Nixon to make it quite clear that the largest and most influential media chains in the nation were expecting him to sign the measure (see "Dear Mr. President," Ben Bagdikian's account of Berlin's lobbying effort, page 28). Nixon acquiesced.

In its final version, the Newspaper Preservation Act granted blanket immunity from antitrust action to all 22 existing JOAs and allowed for future agreements whenever the newspapers involved could obtain Justice Department approval. Since then, new JOAs have been approved in Cincinnati, Chattanooga and Seattle. Not one application to form a JOA has been turned down.

In the Seattle case, the Justice Department had decided against the proposed merger of the Hearst-owned Post-Intelligencer and the Seattle Times, owned by the Blethen family, on the grounds that Hearst had not demonstrated that the P-I could not be saved with a further cash inflow. The department noted that at the same time as the paper was applying for the JOA, Hearst had bought a chain of 28 new papers in suburban Los Angeles.

Attorney general overrules department

However, in June 1982, Attorney General William French Smith overruled the department and approved the merger, in what The New York Times called "a test of how the law might be interpreted in the future."

Now, there are 23 cities with JOAs and 28 major cities in which daily newspaper competition remains. And on June 20, 1982, The New York Times reported that in the wake of the Smith decision, newspapers in several cities, including Buffalo, Trenton, New Jersey and even New York City had begun to consider JOAs. ■

18TH ANNIVERSARY SPECIAL

UP AGAINST THE MEDIA MONOPOLY

DEAR MR. PRESIDENT

continued from page 28

in general and of Richard Nixon in particular.

No politician likes to lose the sympathy of even a single newspaper or radio station. For a national leader to lose the support of a major portion of all American media can be a political disaster. Richard Nixon needed no education on the subject, but Berlin was not famous for subtlety. In the unlikely event that the president missed the point, Berlin took pains to hint that if Nixon did not come across with the favor Berlin requested, the media chiefs would remember this when Nixon ran for reelection in 1972.

The Hearst executive and his fellow publishers were not conducting a novel experiment. By the nature of their positions they were all familiar with power: Many corporations lobby for favorable government treatment, but only media corporations control access to the American mind. The more media power possessed by a media corporation, the more a government leader has reason to feel its displeasure.

Few media corporations deny that they have power. They usually assert that they would never use their power for selfish purposes. But no corporation, media or otherwise, will fail to use its power if it feels a threat to its future or to its profits. The threat could be a national political movement it dislikes, as the New Deal seemed to most newspaper publishers during the Great Depression. Or it could be a threat to profits that makes them urge creation of loopholes in the law, like the Newspaper Preservation Act.

Whatever the provocation, when a media corporation executive approaches a politician for a favor or to deliver a threat, there is no doubt in the mind of either party what is at stake.

Lionel Van Deerlin, an ex-journalist, is former chairman of the House Subcommittee on Communications.

continued next page

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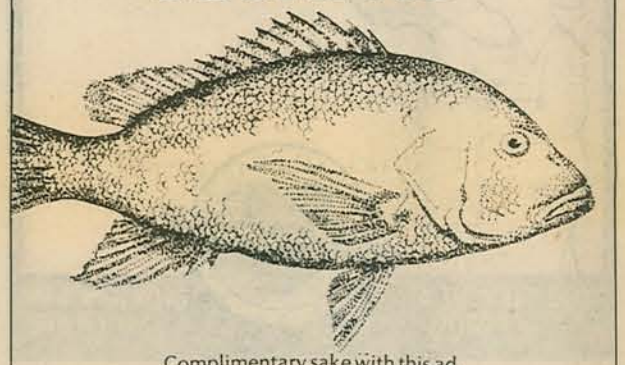
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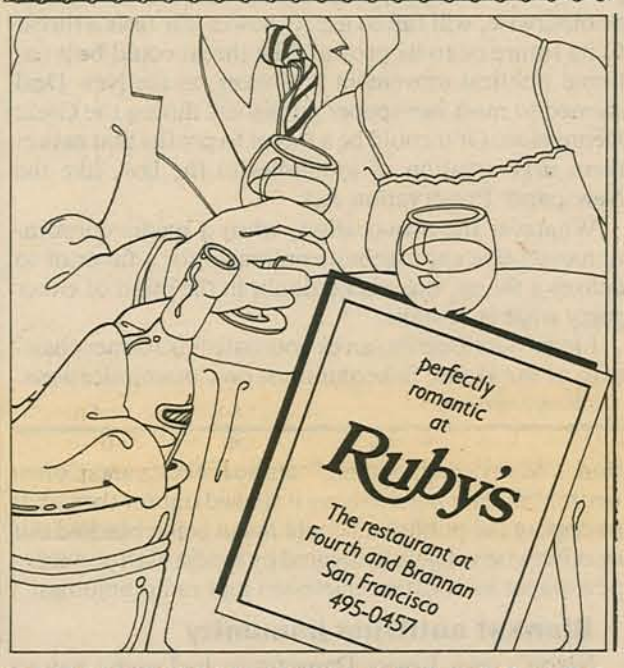
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continued from previous page

He says that every member of Congress is familiar with the special power of broadcasters and publishers. Van Deerlin describes it simply: "They can make or break you."

★ ★ ★

It is not every American business person who easily makes appointments with the president of the United States or, like Richard Berlin, is certain to have his or her letters read and acted upon by the president. Berlin's letter created serious change within the Nixon administration even though the favor Berlin asked affected only one Hearst newspaper, the San Francisco Examiner. The other publishers whose names he invoked were not much more involved. Cox had only one paper affected, Knight had only one, Worrell one, Block one, Newhouse two, and Scripps-Howard seven (and though Berlin mentioned all of these there is nothing to indicate that the others participated in his letter to the president, though those he mentioned were pressing for the change Berlin pursued). But Berlin and his fellow publishers were speaking not with the power of fourteen papers, but with the power of seventy-four. In addition to their total newspaper holdings, they spoke with the media power and influence over public attitudes that flowed from their magazines, books and broadcasting stations. Most of the publishers' properties would be unaffected by the requested law, but all of their media properties could be used to influence the government.

Berlin wanted President Nixon's influence to exempt a group of newspapers from antimonopoly law, which forbids competing firms to perform the act usually described in headlines as "rigging prices" — quietly agreeing on prices among themselves while appearing to compete. Fixing prices is also contrary to the rhetoric of free enterprise with which the same media flood the public. Only occasionally does unpleasant reality puncture the surface appearance, as in 1961 when executives of some of the country's best-known corporations were jailed for conspiring to fix the prices of electrical equipment. Now a few newspapers had somewhat the same problem.

In twenty-two cities of the country, ostensibly competing local papers had, over the years, agreed to become business partners, fixing prices and sharing profits while maintaining separate newsrooms. In 1965 a U.S. district court found this a violation of the antitrust law. The newspapers appealed that decision and began lobbying for special exemption from the law for any competitive newspaper that felt it might be failing financially. The effort was rejected by Lyndon Johnson's Democratic and Richard Nixon's Republican administrations in 1967, 1968, and the summer of 1969, on the grounds that it was harmful social policy. If newspaper companies were permitted to ignore antitrust laws, other kinds of firms would demand the same exemption.

In 1969, the United States Supreme Court upheld the finding that the forty-four papers were in violation of the law. The publishers felt an impending crisis. Faced with the terrifying prospect of competing in the open market, they became desperate. Richard Berlin, speaking for the most powerful operators, became a crucial operative.

Berlin shrewdly sent two letters. The one to the president was partly Uriah Heep proclaiming loyalty before the majesty of the president. The letter ends with a conventionally typed "Sincerely." But Berlin, who presumably had no hesitation in asking secretaries to retype letters to the president of the United States, used his pen to scratch out the "Sincerely" and in a heavy hand wrote in large letters, "Faithfully, Dick."

Even in the Nixon letter, Berlin permitted the scent of power to escape.

> ...I am taking the liberty of addressing myself to the matter of common interest to both you and me...Many other important publishers and friends of your administration (including Scripps-Howard who are involved in seven of these arrangements) are similarly situated. All of us look to you for assistance.

But at the same time Berlin wrote a different kind of letter to Nixon's assistant attorney general in charge of antitrust, Richard W. McLaren. There was no Uriah Heep in the McLaren letter. It was a tough demand with a clear threat:

> Those of us who strongly supported the present administration in the last election are the ones most seriously concerned and endangered by failure to adopt the Newspaper Preservation Act...the fact remains that there was almost unanimous support of the Administration by

the newspapers who are proponents of the Newspaper Preservation Act. It therefore seems to me that those newspapers should, at the very least, receive a most friendly consideration.

Berlin again made certain that his threat to Nixon and the Republican party could not be misunderstood:

> Those of us...now find that, by supporting that person and that party which we thought best exemplified those very ideals, we have become the victims and the targets of a narrow and tortured economic concept advanced and implemented by those in whom we placed the highest confidence.

Berlin sent a copy of this letter to President Nixon.

The "narrow and tortured economic concept" was the Sherman Act, a law in effect since 1890, which simply codified the supposedly sacred catechism of capitalism that is endlessly enunciated by most newspapers, magazines, broadcasters, and movie studios — that competition is the life of trade and that free enterprise requires the marketplace to decide who shall survive.

There followed a strange minuet by the Nixon Administration.

In June, before the Berlin letters, Assistant Attorney General McLaren, speaking for the administration, testified against the publishers' bill. The chairman of the committee handling the bill, the late Senator Philip A. Hart of Michigan, responded:

> I want to congratulate you and the Nixon Adminstration for the position you have taken...I know it would be easier for all of us in public office to grant newspapers special favors because they deal with us intimately every day.

But Senator Hart's congratulations were premature. Several weeks later, after the Berlin letters, the Nixon administration reversed itself and announced that it was now in favor of the bill. The publishers obtained their Newspaper Preservation Act and President Nixon was given his political reward, the support of the large media organizations.

In his letter to the president, Berlin had referred to "many important publishers" who wanted the bill. He meant seven chains, a few of whose dailies were in quiet business partnership with their local competitors. The chains owned only fourteen of the forty-four newspapers involved in the Newspaper Preservation Act. But it did not take an angel from heaven to inform Richard Nixon that when the Hearst executive issued a threat he was not speaking merely with the power of the one Hearst paper needing the favor. Nixon knew he was dealing with seven chains that owned seventy-four daily newspapers with forty million circulation — at least eighty million readers — in twenty six states, including the major states without whose electoral votes no presidential candidate can win an election. When Berlin raised the issue of political support for Richard Nixon he was talking about papers read by more people than would vote in the next election.

These same corporations had additional ways to influence the public. Hearst was a major owner of magazines, broadcasting stations, and book publishing. Scripps-Howard owned sixteen newspapers, and its parent corporation operated broadcasting stations, United Press International, and United Features, a leading syndicator of feature and political commentary. Cox, in addition to owning a major chain of newspapers, was in book publishing and film distribution.

Some newspapers were opposed to the special exemption, frightened — justifiably, as events proved — that it would permit controlled prices that would make life difficult for independent competitors. But forty million combined circulation and other media power is more politically persuasive than the 35,000 circulation of the average single daily paper.

The performance of American daily papers in the 1972 presidential election was bizarre. For four years the Nixon administration had attacked not only the news media but their constitutional rights. Nixon had sent his vice-president on a crusade attacking newspapers that criticized the White House or ran news of negative events that were normal fare in ordinary reportage. In the Pentagon Papers case the Nixon administration obtained the first court-ordered cessation of publication in the country's history. In the summer of 1972, months before the election, the first Watergate stories began to disclose the profound corruption permeating the White House. But in early October, directors of the American Newspaper Publishers Association were reported "chary of taking any action that implied criticism of the President's policies." At a time when the first Watergate stories should have been of greatest value to voters, the response outside a minority of papers was strange. A study of major papers around the country — dailies with a quarter of all national circulation, including papers in the Hearst, Scripps-Howard, and Cox chains — showed that in the months before the election "pro-Nixon papers had a much higher tendency to suppress damaging Watergate stories than papers making no endorsements." These included the papers who had obtained their antitrust favor from Nixon.

In 1972, Richard Nixon received the highest percentage of newspaper endorsements of any candidate in modern times.

Prominent in this massive support of the man who most threatened their journalistic freedom were chains whose names Berlin invoked in his letters. In the previous three presidential elections — contrary to Berlin's assertion that there was "almost unanimous support of the Administration" — a third of all Hearst papers had endorsed the Democratic candidate, as had a third of the Cox papers and half of the Scripps-Howard papers. In 1972, after passage of the Newspaper Preservation Act, every Hearst Paper, every Cox paper, and every Scripps-Howard paper endorsed Nixon. Scripps-Howard ordered a standard pro-Nixon editorial into all its dailies. Cox ordered all its editors to endorse Nixon (causing one editor to resign in protest).

It is likely that Nixon might have won the 1972 election without this wholesale shift to his support and the sympathetic reluctance to print Watergate disclosures before the election. But it was not long after the election, when Watergate stories finally broke through the barriers of publishers' protection, that the president's power began to crumble. Studies throughout the years have shown that any bias in the news tends to follow a paper's editorial opinions.

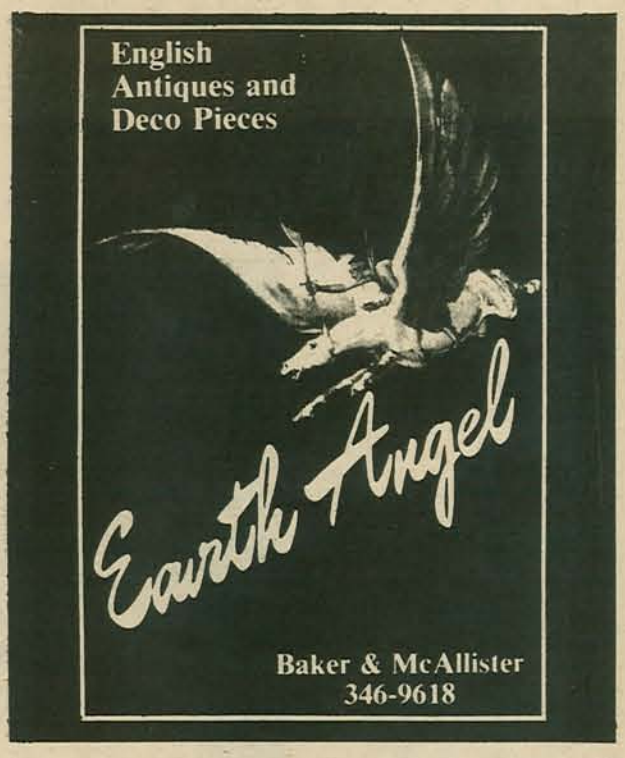
Without the chains whose local papers benefited from the White House reversal on the Newspaper Preservation Act, Richard Nixon would have had, with the exception of Barry Goldwater in 1964, the lowest newspaper support of any Republican candidate since World War II. Instead, he had the highest newspaper support of any candidate in U.S. history. Without this massive support from the press, much of it implicitly sealed in 1969 by the mutual exchange of favors, Richard Nixon and his aides might have been less confident in their illegal activities.

The rhetoric of media corporations is consistent: They do not interfere with the professional selection of content for their newspapers, magazines, broadcast stations, book houses, and movie studios. This book [*The Media Monopoly*] shows that this is technically true for most operators in day-to-day, hour-by-hour operations, but it is not true for larger issues in which the media corporations have a strong self-interest. In the case of the Newspaper Preservation Act, three media operators, with a stroke of a pen, ordered their professionals to endorse for president a man who had previously attacked their constitutional freedoms but who had recently granted them a corporate favor. And because of the high degree of concentrated control over the mass media, the seven chains that benefited from Richard Nixon's change of mind owned papers read by most of the voters.

Protection of independence in the gathering and disseminating of news and other public information depends on something more than rhetorical declarations of freedom of expression.

Richard Nixon's depredations on freedom of the press were the gravest since the Alien and Sedition Acts of 1798. Ten years after his departure from office in disgrace, the momentum he initiated has become a continuing crisis. But the dominant newspaper publishers were willing to support the suppressor of freedoms of the press in return for a corporate favor. Nixon's favor was not crucial in the life of the three corporations that ordered their papers to endorse Nixon. Their nine local newspapers were saved not from extinction but merely from competition. The Hearst, Cox and Scripps-Howard chains had sixty-five other, unaffected newspapers plus a large body of profitable properties in other media. Yet in exchange for so small a prize they were willing to order all their papers — not just the nine — to support a corrupt administration hostile to an independent press. It is not reassuring to consider what might happen to the integrity of national news if dominant media corporations felt their basic power threatened. ■

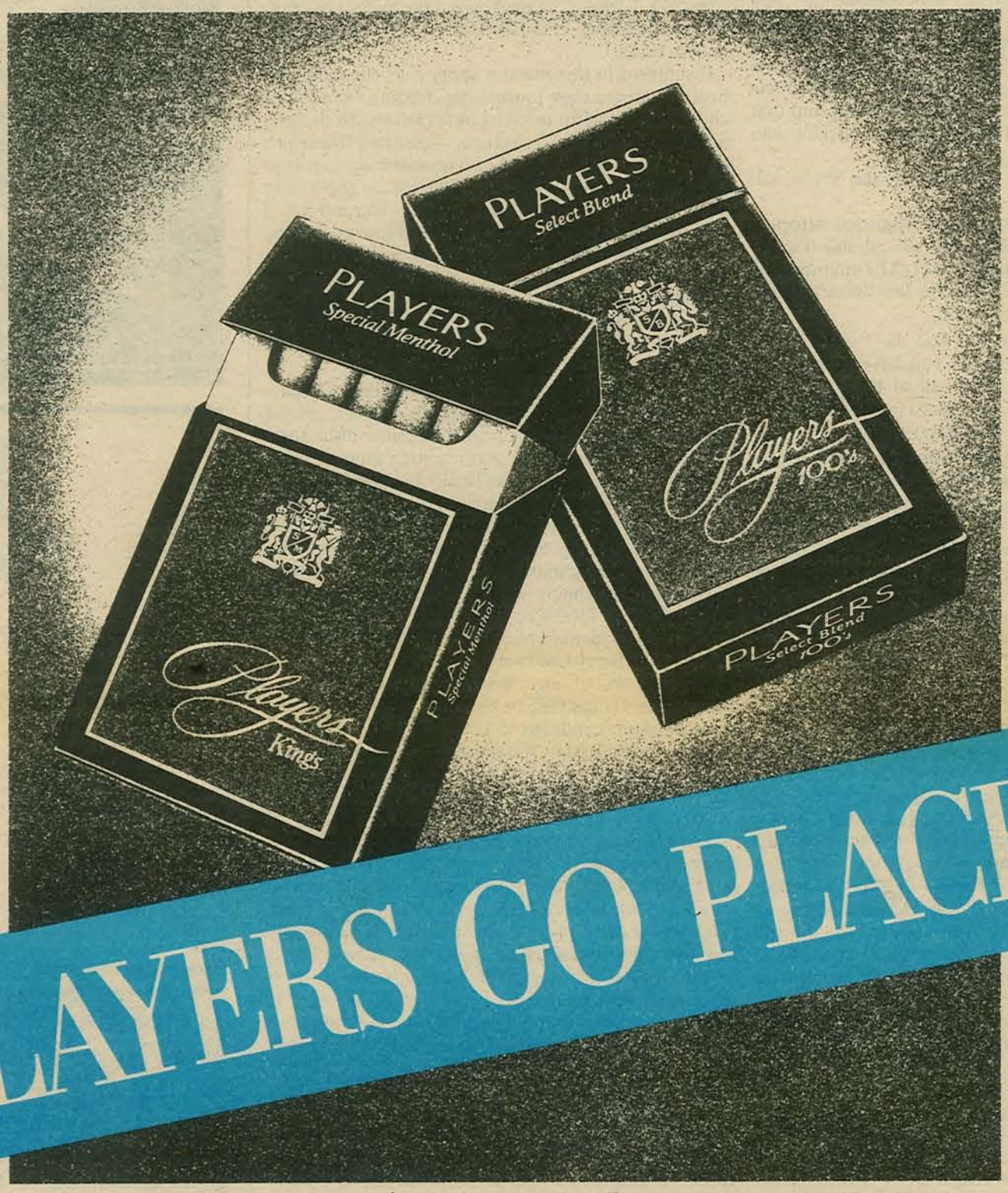
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PUBLISHED EVERY WEDNESDAY. OCTOBER 10 TO 17, 1984. VOL. 18 NO. 51

TV NEWS IT OUGHT TO BE BETTER



Bay Area news anchors (l.-r.): Dave McElhatton (Ch. 5), Barbara Simpson (Ch. 2), Pete Wilson (Ch. 7) and Roz Abrams (Ch. 4).



GUARDIAN GRAPHIC BY LOUIS DUNN

BY FREDERIC STOUT

One of the frequently heard defenses of the common superficiality of TV news is that broadcast journalism is, by its very nature, only a headline service, and therefore serious news consumers must turn to the daily newspapers for supplemental, in-depth information on stories of particular interest. This is an argument that just won't wash, especially in San Francisco, where the newspapers we are supposed to turn to are the Chronicle and the Examiner!

Broadcast journalism would be too important to ignore even if San Francisco's print dailies were not laughingstocks. It remains true, here as elsewhere, that most of the people get a majority of their information about the world from TV newscasts. To many, that is just one of the depressing facts of modern life, a cause for despair considering the consistently low quality of local broadcast journalism in America.

But if TV news is generally quite bad — daily emphasizing superficiality and sensationalism, exhibiting a deplorable interest in the prurient and the inconsequential, giving an overblown priority to sports and weather that drives out the time alotted to hard news — it is sometimes quite good. At its best in San Francisco, as with the high-quality work regularly turned out by KRON's *Newscenter 4* broadcasts and KTVU's *10 O'clock News* — and even at its worst, as with the all-

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THE NEWSCASTS: High points and low-lights

KPIX

KPIX (Channel 5), which is affiliated with CBS and owned by Westinghouse Broadcasting, leads in the local ratings race with its *Eyewitness News* presentations (an hour from 6 pm to 7 pm and a half-hour at 11 pm). Current news director Bruno Cohen has followed the successful example of his immediate predecessor by keeping the broadcast quickly paced and consistently breezy in tone. The professionalism of the technical staff is evident. Or, rather, it is *not* evident, since the nearly total absence of glitches renders the high standards of excellence of the staff people behind the cameras and in the control booth just about invisible to the viewing audience — exactly as it should be.

Cohen possesses a tremendous asset in Wayne Walker, the personable ex-linebacker for the Detroit Lions, who is the best sportscaster in the Bay Area market. Walker's insistence on accuracy and his curiosity about lesser-known sports cultures outside the usual football-baseball-basketball axis deserve the praise they regularly receive from industry peers and admiring viewers.

However, the principal source of the station's continuing ratings leadership are the popular co-anchors, Dave McElhatton and Wendy Tokuda, whose personalities and teamwork put a special stamp on every newscast. Those who despise the way TV news wildly overemphasizes the personalities of its anchors and promotes them as media celebrities rather than journalists are certainly correct. The practice is akin to the politics of Reaganism, where communication style and nice-guy imagery divert attention from the realities of policy and substance. In just the same way, McElhatton's and Tokuda's excellence disguises the mediocrity and worse of the newscast itself.

Granted all this, it is nevertheless true that an anchor's level of popular audience acceptance — his or her ability to establish a sense of what TV consultants call "comfortability" (read "passivity") in the mass viewership — can easily mean the difference between winning or losing the ratings war. And it is also true that McElhatton and Tokuda do seem to have a chemistry, some obviously evident but difficult to define quality that attracts and holds a huge number of viewers. It's hard to knock that.

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TV NEWS

continued from page 37

too-infrequent displays of excellence on KPIX's *Eyewitness News* and KGO's *Channel 7 News* — the good work on TV news belies the easy assertions that broadcast journalism has to be bad and that the public should neither demand nor expect better.

As with the "headline service" argument noted above, most of the other arguments defending TV news as it is and tending to discourage hopes for its future improvement are revealed, upon close examination, to be merely apologetics. Granted that television is a business enterprise committed to bottom-line profitability, that the ratings are the final and inescapable arbiter of success and that the visual nature of the medium's technology subtly encourages entertainment values over journalistic values.

This is the litany of self-justification repeated over and over by those within the industry who defend the status quo. But they are only partial explanations of the current state of TV news and provide no real arguments in support of the assertion that progressive improvements in journalistic quality are impossible. Just as the success of CBS's *60 Minutes* exploded the common wisdom that documentary programming cannot get good ratings during prime time, so the popularity (and profitability) of ABC's *Nightline* broadcasts shows the fallaciousness of the truism that "talking heads" make for bad TV.

Even giving the local newscasters their full due, it remains a fact that the Bay Area audience is not getting what it deserves. The public — both as individuals and as organized groups — should keep the pressure on rather than lapse into defeatism. And the newscasters should study the lessons of TV journalism at its best and strive to create the best product possible. Anything less is succumbing to complacency and fundamentally indefensible — not just by network standards, but by the standards they set themselves in their own best work: a standard of occasional excellence that should become the operating norm. □

NEWSCASTS

continued from page 37

However, the news product that the KPIX anchors front is nowhere near as good as as it could and should be, given the competence and experience of its large staff of writers, producers, camera operators and reporters (Rolando Santos, Barbara Rodgers, Ben Williams and AFTRA president Bill Hillman, to list just a few).

Eyewitness News fails in spite of these resources because top management has structured the newscast on the basis of TV entertainment values. It's a TV "show," an inflexible kind of sitcom that must remain light and move fast, which frustrates any attempt at serious journalism. It's a pity McElhatton's and Tokuda's very real television talents do not serve a better journalistic cause.

KGO

KGO (Channel 7) overwhelmingly dominated the ratings competition in the Bay Area market during the 1970s. The station's success came as a result of its introduction of the infamous "happy talk" format (hailed throughout the industry at the time as a major creative innovation and still a profoundly regrettable influence on local TV news nationwide) and behind the extraordinary popularity of an anchor team composed of Van Amburg and the late Jerry Jensen, supplemented by weatherman Pete Giddings.

In recent years, however, KGO has fallen behind KPIX, and *The Channel 7 News* has gone through all sorts of changes — the rehiring of former news director Peter Jacobus, frequent highly publicized disputes between Amburg and station management, a period of news staff instability and morale problems of the first order, the death of Jerry Jensen and the emergence of new anchor Pete Wilson as a fresh face who seems more and more to personify the probable future of KGO news.

Owned and operated by the ABC network, KGO broadcasts two full hours from 5 pm to 7 pm (a 5 o'clock newscast anchored by Wilson and Susan Gregory and a distinct 6 o'clock effort with either Amburg or Gary Rebstock paired with Suzanne Saunders) and a half-hour at 11 pm that is immediately followed by the network's *Nightline* with Ted Koppel from New York. As they always have, current KGO newscasts emphasize all sorts of special features. Some, like Joe Carcione's produce reports, are irritating staples in a diet of TV prolefeed; others, such as Dr. Dean Edell's exceptionally cogent reports on medicine and health, are both genuinely informative and real contributions to progress in broadcast journalism on the local level.

As with KPIX, KGO operates with technical proficiency that is superb (at least most of the time) and boasts a newsroom crammed with top talent. But once again, the overall structure of Channel 7's news programming subverts the very journalistic talent it commands by giving priority to the inconsequential, demanding a rapid-fire pace that makes in-depth reporting impossible and insisting on a style of presentation that alternates between the equally false tones of untroubled good cheer and high pseudo-seriousness. KGO newscasts also tend toward a preference for the salacious and otherwise sensationalistic and often exhibit, particularly from the mouth of Wilson, a mean-spirited and narrow-minded tone of editorial sarcasm in their coverage of foreign news and domestic controversies.

But KGO is still in a state of flux, and all its changes are not for the worse. One notable bright spot is the recent policy of giving increased coverage to national and international issues by treating them as local stories — not just in the sense of "looking for the local angle," but in drawing meaningful connections between topics such as nuclear weapons and international trade development and their direct impacts on life in the Bay Area. Generally credited to Amburg, this is a very interesting idea that, if pursued further, might well result in real improvements in the quality of local TV news.

KRON

KRON (Channel 4) is clearly the leader in the journalistic standards of its newscasts. Sadly, the station languishes behind KPIX and KGO in the ratings, as it has for some years. Locally owned by Chronicle Broadcasting, a sub-component of the conglomerate that publishes San Francisco's morning newspaper, KRON is affiliated with NBC. The network's last-place position in the national ratings no doubt contributes to the local station's long-term inability to capture a larger audience share, but many observers point to the clear correlation between the superior journalism and inferior ratings of the *Newscenter 4* broadcasts as proof of the hopelessness of TV news. But KRON keeps hanging in there, and news director Mike Ferring keeps tinkering. Recently, he fired co-anchor Paul Udell and announced a nationwide search for a major anchor-reporter who can set the Bay Area on its ear and help turn things around.

KRON broadcasts an hour-and-a-half of evening news — a half-hour at 5 pm (co-anchored by Bob Jimenez in the studio and Evan White in the newsroom) that leads up to the network newscast at 5:30 pm; and an hour newscast at 6 pm (currently co-anchored by Roz Abrams and Jim Paymar, who is widely rumored to become Udell's full-time replacement) — as well as a half-hour, also with Abrams and Paymar, at 11 pm. *Newscenter 4* at 6, the centerpiece of KRON's news effort, richly deserves the Emmy it won last year as best local newscast. Although Channel 4's technical production standards leave much to be desired, with tape and audio anomalies creeping in all too often, its news staff is superb, and its management's commitment

continued page 41

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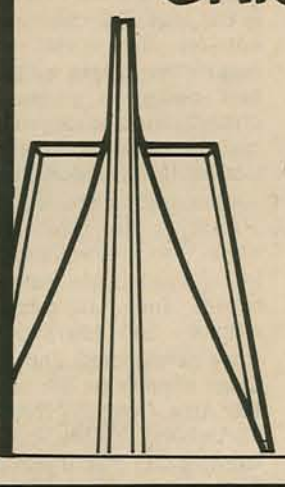
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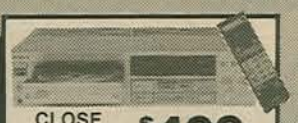
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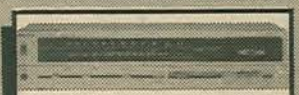
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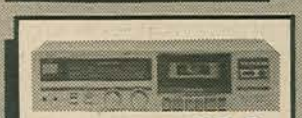
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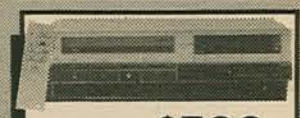
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to using that staff in a serious way is both exceptional and exemplary.

However, KRON's newscasts are nowhere near as good as they ought to be. In the continuing struggle to climb out of the ratings cellar, Ferring has tried a little bit of everything in an attempt to be all things to all people. And by throwing his own share of trivia feature stories and cliche segments such as the "Waiting Child" adoption appeals into the basic mix, he has diluted the essential product, forcing the newscast's core of solid journalism to coexist with various kinds of video clutter.

Still, KRON's are the best of San Francisco's three major newscasts — hands down. Producers and reporters such as Greg Lyons, Belva Davis, Rollin Post, Linda Yee among many others are encouraged by management to do serious, in-depth work and given the resources and support to do so. And KRON is the only local station to maintain full-time state and national news bureaus, providing nightly live reports of stories of interest and importance to the Bay Area from Ginger Rutland in Sacramento and Kevin McCullough in Washington, D.C.

Ferring was once teasingly accused of producing high-quality broadcast journalism only as a commercial strategy in a market where the competition had already cornered the market on the banal and the mediocre. But Channel 4's news director has stuck to his commitment for some time, and one can only hope that he will both find that charismatic anchor and increase even further the percentage of time he allots to real news reporting. In TV news, competing by producing quality is an experiment worth trying.

KTVU

KTVU (Channel 2), which is not in direct competition with the three major San Francisco stations, represents a special and very interesting case in the world of local TV news. Owned by Cox Broadcasting, based in Oakland and not affiliated with a major network, KTVU is a highly profitable independent operation that broadcasts reruns, old movies and non-network specials. It produces daily a single one-hour newscast, *The 10 O'clock News*, airing all by itself an hour before the other stations' 11 o'clock programs. The smallest of the local broadcast news operations by far, KTVU's product is nevertheless regarded by many as the Bay Area's best, and its news director, Fred Zehnder, is widely and regularly hailed as the market's single most dedicated TV news executive.

KTVU's *10 O'clock News* is a quality product because Zehnder believes in quality himself and encourages it in those who work for him. Zehnder began in TV news as a studio cameraman and is probably the only news director in America whose hobby is a passionate devotion to the craft of fine letterpress printing. Working with a staff that is tiny by the standards of the major stations across the Bay, Zehnder has been forced to innovate and make virtues of necessities. The nightly newscast, co-anchored by Barbara Simpson and Dennis Richmond, eschews trivia, wastes very little time on weather and features news reports that are rather longer and rather bet-

continued page 54

News, weather and comics?

Weather reports consume an inordinate amount of air-time on local TV news that might otherwise be filled with real news. With all their state-of-the-art computer gizmos and projection displays — they are also very expensive — and serve mainly to provide high-paid employment for a cohort of amiable idiots.

KGO's Pete Giddings — he of the toothsome grin and the polka-dot ties — is the Bay Area's senior nonentity, but his former colleague at Channel 7, Lloyd Lindsay Young, was so much the bumpkin that he gave cretinism a bad name and made even Giddings look good. KPIX's Joel Bartlett is blandness personified. Only KRON's Mark Thompson escapes total insufferability by infusing his subject matter with the tongue-in-cheek tone of mock-seriousness it deserves.

TV weatherpersons are "personalities" in the very worst sense. And weather reporting itself is a classic illustration of the axiom — as true in broadcast journalism as in monetary economics — that bad currency drives out good, that worthlessness invariably tends to overwhelm value.

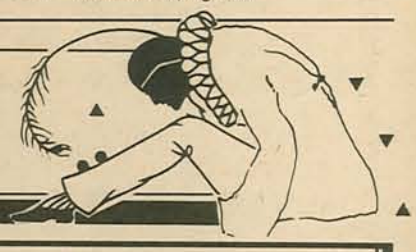
TV news has always had a weather page, but now it has comics too. In San Francisco, the practice began with KGO's Jerry Jensen, who ended every happy-talk broadcast with a self-consciously "cute" story — presumably to help take the edge off whatever unpleasant reality had been presented to the audience earlier. KPIX upped the ante considerably with the "Eyewitness Newsreel," a montage of trivialities narrated by the gravel-voiced Mike Hegedus.

To some, these madcap video antics were just harmless and charmingly off-beat throw-aways. To others, they gave final validation to the reputation of the Channel 5 product as *Eyewitless News*. But nothing succeeds like excess, and, not to be outdone, KGO has recently added to its newscasts a "Five O'Clock Shadow," feature that is a slavish imitation of the Hegedus original.

KRON's nightly comic relief is provided by Wayne Shannon, a bemusedly caustic walrus of a man who is described, in the typically hyperbolic pompousness of TV literary usage, as an "essayist." His "Just 4 You" segments are sometimes fascinating, but only in the way a particularly bad train wreck is fascinating, and he is only occasionally funny. Shannon, to give him his due, is not without talent and insight. He probably deserves some kind of place on television, perhaps as a part of a feature-oriented magazine-style show. But, as with all TV news comics, every 60 seconds devoted to him in the context of a serious newscast is a minute wasted.

— F. S.

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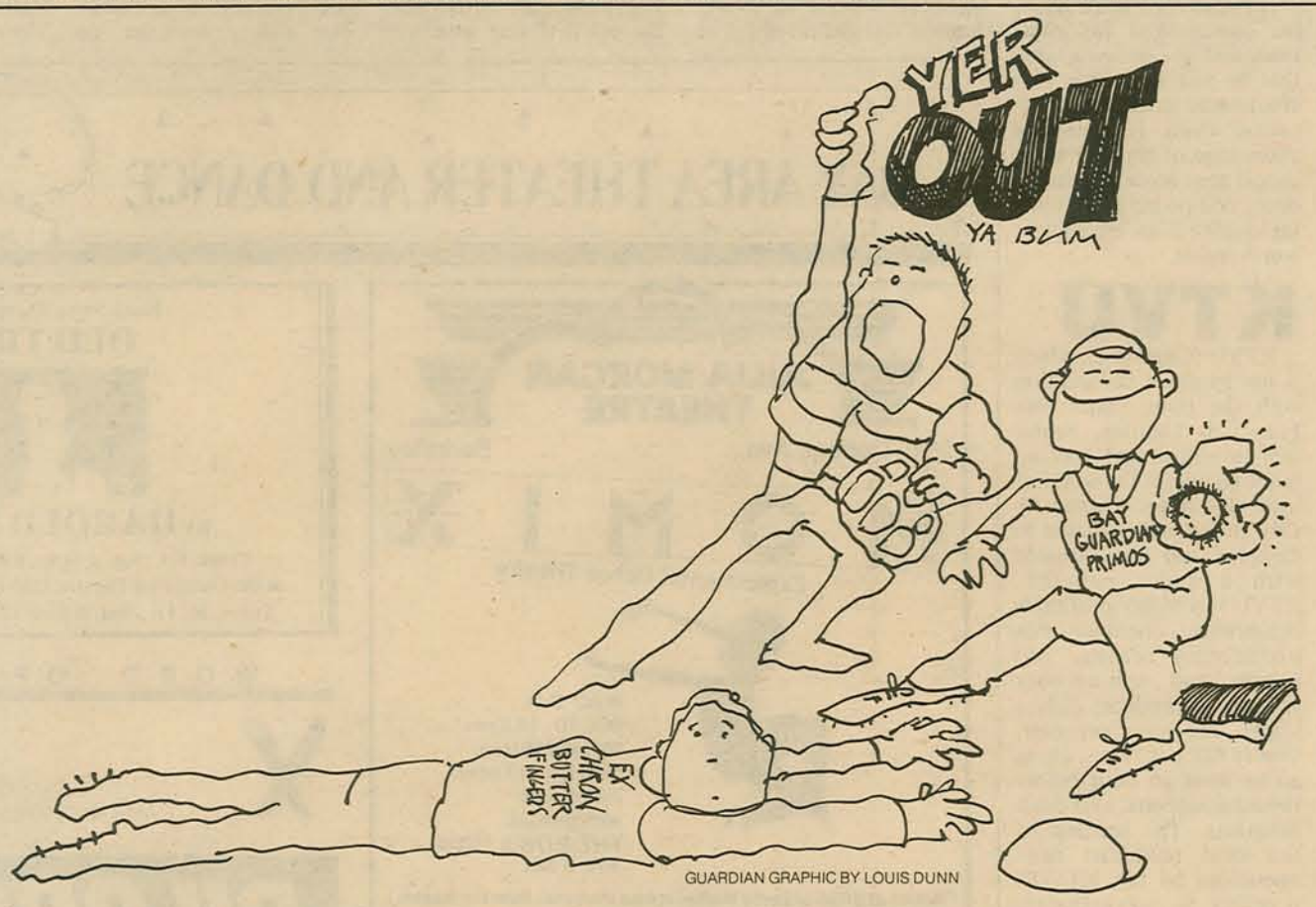
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REVIEWS

A CRITICAL LOOK AT MOVIES, THEATER, MUSIC, TELEVISION, BOOKS, ARTS, EVENTS AND CULTURAL PHENOMENA IN THE BAY AREA



GUARDIAN GRAPHIC BY LOUIS DUNN

DANCIS AT LARGE

Playing hardball II

BRUCE DANCIS

With the immortal words of Boston sportswriter Bill Cunningham, who in 1938 wrote about Red Sox rookie (and future Hall of Famer) Ted Williams, "I don't believe this kid will ever hit half a singer midget's weight in a bathing suit," set firmly in mind, three Bay Guardian writers and I took on a momentous challenge. Could four amateur baseball buffs offer more accurate predictions of the 1984 Major League Baseball season's outcome than the sportswriters for the San Francisco dailies? That was the task book editor Michael Kazin, music critic Derk Richardson, freelance reporter John Ross and I confronted in April — back when Steve Boros and Frank Robinson were gainfully employed in the Bay Area and the Chicago White Sox, Baltimore Orioles, Los Angeles Dodgers and Philadelphia Phillies were defending division champs.

In a season in which none of 1983's championship teams finished better than fourth in its division and such unlikely clubs as the Kansas City Royals, San Diego Padres and Chicago Cubs were victorious, it was a tough year for the forecasters.

Nevertheless, it is my pleasure to report that the Bay Guardian fared better than the professionals over at Fifth and Mission. Three Guardian writers correctly picked division champions: Kazin and Ross selected the Detroit Tigers in the American League East, and yours truly sagely surmised that the San Diego Padres would hear the confessions of the rest of the National League West. Among the Chronicle's six jockscribes (David Bush, Lowell Cohn, Glenn Dickey, Bruce Jenkins, Dan McGrath and Art Rosenbaum), only Bush picked a single division winner, the Tigers. As for the Examiner, Glenn Schwarz, John Hillyer, Terence Moore and Art Spander were all shut out in their first place selections.

Special mention must be made of the dubious achievers, those writers whose first place selections finished last. Copping low honors were the Examiner's Hillyer and Moore for their touting of the Pittsburgh Pirates (National League East) and the Milwaukee Brewers (American League East), and the Chronicle's Rosenbaum for his choice of the Pirates and (gasp) the Giants (National League West). Schwarz of the Ex and Ross of the Guardian also were dragooned by the Pirates.

But what about the overall accuracy of the predic-

continued page 44

CRITICS' CHOICE

MOVIES/STEVE JENSEN

'Long Day's Journey Into Night': Katharine Hepburn gave what may be the performance of her career as the drug-addicted mother of the doomed Tyrone clan. Sidney Lumet directed, and Ralph Richardson, Jason Robards Jr. and Dean Stockwell complete the ensemble in the 1962 filmed version of Eugene O'Neill's most overwhelming family drama. It's a self-willed, self-conscious (and sometimes ponderous) masterpiece, but a masterpiece all the same. The release print exists in several cuts; the longest runs 170 minutes, this one about 135.

■'Long Day's Journey Into Night.' Tues/16 and Wed/17 at 7 and 9:30 pm. Red Victorian Movie House, 1659 Haight, SF. $3. 863-3994

NIGHTLIFE/DERK RICHARDSON

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NIGHTLIFE/MISHA BERSON

Shirley MacLaine: Ms. MacLaine says she has total recall of a past few lives, but she's not doing too badly in this one. The Oscar-winning star of *Terms of Endearment* and tell-all author brings her autobiographical musical revue to town as part of the "Best of Broadway" series. Expect dancing, singing, intimate chit-chat and gams galore from one very feisty redhead.

■Shirley MacLaine. Opens Tues/16 at 8 pm. Golden Gate Theatre, 25 Taylor, SF. $15-$30. 775-8800. Tues.-Thurs. at 8 pm; Fri. and Sat. at 8:30 pm; Wed. and Sat. at 2:30; and Sun. at 3 pm. Through Nov. 4th.

RADIO/BRUCE DANCIS

'The Bob and Ray Public Radio Show': If the deadpan humor of Bob Elliott and Ray Goulding has managed to escape your attention despite their 36-year career as a comedy duo, or if you can't get enough of Mary McGoon, Wally Ballou and Tippy the Wonder Dog, Bob and Ray's new show on National Public Radio should do wonders for your funny bone. And even though the show is on noncommercial radio, longtime sponsors such as Einbinder — the flypaper "you've gradually grown to trust over the course of three generations" — have received permission to peddle their wares.

■'The Bob and Ray Public Radio Show.' Fri. at 7 pm, KQED, FM 88.5. 864-2000.

MICROFILMS

ZENA JONES

A Joke of Destiny (Lying in Wait Around the Corner Like a Bandit)
Controversial Italian director Lina Wertmuller is back, long titles, politics, irrationality and all. This time, Minister of the Interior Gastone Moschin is hermetically sealed in his soundproof, computer-controlled car when the power shuts off outside member-of-his-parliament Ugo Tognazzi's house. In a hilarious scene, the car is pushed into Tognazzi's garage, where he, Moschin's assistant Roberto Herlitzka and Secret Service head Renzo Montagnini frantically stall the press, call in mechanics and telephone the car's Tokyo manufacturer, with little success. Cut to a lesser level and Tognazzi's nonexistent private life with loquacious, lover-taking wife Piera Degli Esposti, marvelous pot-smoking mother-in-law Livia Cerini and Tognazzi's hatred for Moschin. Fine, except that the ending's an inexcusably meaningless cheat. When, since Moschin mimes a masterly monster and Tognazzi's a perfect foil, will Lina learn to leave well enough alone? (Mercury, SF)

Old Enough
First-time writer/director Marisa Silver's light little debut is about fledgling lives on opposite sides of the tracks. "Almost 11¾" Sarah Boyd lives in a four-story New York townhouse with affluent parents whose social schedule leaves little time for her. En route to summer camp, she's fascinated by well-developed 14-year-old street girl Rainbow Harvest's vivid makeup, nails and revealing clothes, and an odd camaraderie develops. Boyd teaches Harvest how to address a butler, Harvest reciprocates with a quick course in shoplifting and attending confession. Each takes the other a little into her own world, with predictable results, as the girls quarrel, flirt and become

momentarily interested in an "older woman," shapely 32-year-old manicurist Roxanne Hunt. Then the summer's over, but when Boyd goes back to school, she's wearing something not in its dress code — nail polish. A very naturally acted, light-as-angel-food-cake slice of life. (Opens Fri/12; Cannery, SF)

Country
If detail were everything, *Country* would be a winner, as the movie opens with enough heartwarming domestic minutiae to put you right in the picture. Jessica Lange and Sam Shepard are a happily married couple with three children: teen Levi L. Knebel, younger no-nonsense sister Therese Graham and the Midwest's most captivating tot. Shepard is farming father-in-law Wilford Brimley's land but losing more money every year. The newly stringent government-run Farmers Home Administration decides Shepard won't be able to repay his loans and begins foreclosure action. The shock makes Shepard unexpectedly fall apart, and it's up to Lange to fight to keep the family and farm together. This is the stuff of true melodrama, and the actors give it their all, but no matter what's happening — suicide, kids quarrelling or someone cooking — director Richard Pearce's pace remains so relentlessly unvaried and the dialogue so one-dimensional, there are hardly any *real* people in this Country at all. (Opens Fri/12; Regency 1, SF)

Utu
Scene, 1870 New Zealand. European forces are overrunning the country, and many Maoris have joined them, fighting against their own people. But when Europeanized Maori army scout Zac Wallace finds his own family massacred, he swears vengeance against all whites, and he and his rebel followers begin exacting merciless justice. Watching Wallace undergo a bloody tribal tattoo or listening to the stirring score, one anticipates a dynamic exploration of an exotic culture amid New Zealand's lush vistas. Alas, under Geoff Murphy's direction, we get a period horror film in which British commander Tim Elliott cuts a cartoon figure, lieutenant Kelly Johnson is unbelievably naive and Bruno Lawrence is distinguished mostly by being Wallace's first victim. What little we do learn of the Maoris is lost in butchery and confusingly inserted, unclear flashforwards to Wallace's trial that serve only to obfuscate the issues and make sure that Utu will be thoroughly confused. (Opens Fri/12; Ghirardelli, SF)

Teachers
Richard Mulligan's certifiably insane, but when he's hired as a substitute history teacher and no one notices the difference, obviously educational standards at JFK High are a bit lacking. But this movie's by no means merely a farce. After 15 years, burned-out teacher Nick Nolte now takes three-day lost weekends, while school-is-a-business vice principal Judd Hirsch attends to a shooting, a stabbing, a teacher's unnoticed death and keeps the business-minded administration happy. So when the school is sued for matriculating an illiterate student and still-idealistic lawyer/JFK alumna Jobeth Williams is assigned the case, she knows Nolte's her only hope for justice. Her efforts and Nolte's struggles to save one rebellious student — and the system — are what this movie's all about. Kudos to director Arthur Hiller for successfully combining all the educational system's horrific shortcomings with enough intelligence and humor to give a vital subject widespread appeal. (Galaxy, SF) ■

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Photo from *Female Trouble* courtesy of New Line Cinema
Before watching MTV.


After watching MTV.

"HOW MTV CHANGED MY LIFE."

I wasn't always this cool.

Believe it or not, that was how I once looked. Bleached hair in place, designer hems straight, fingertips on all my gloves.

God, was I a mess.

People told me to loosen up, let my hair down, get into music. If I didn't improve my Public Image Ltd, I could be in Dire Straights.

Music? I adore Brahms and Beethoven, but the Blasters???

Then a friend told me about MTV.

Music television? Hmm. I always felt that musicians belonged on the radio and actors on TV. Or was it actors in the White House?

Sounded like a Cheap Trick to me.

I had to say Point Blank, I was skeptical. I mean, Judas Priest, I've had Kinks in my legs, but on my TV? But in a Quarterflash, I was hooked.

The V.J.'s, Mark Goodman, Alan Hunter, J.J. Jackson can Talk Talk. Nina Blackwood is très Chic. And Martha Quinn has replaced Martha Washington as the woman I most admire.

Yes, MTV has been a Renaissance for me. My knowledge of world events was going down the Tubes, until I quickly learned about Japan, Asia, and the English Beat.

I put some Men At Work to Fixx the security around our place. They got rid of some Outlaws and Stray Cats with the help of The Police, a Magnum and a .38 Special.

I can manage my charge accounts better, thanks to Eddie Money, Payola$ and Gary U.S. Bonds.

And I now serve Rock Lobster at all my dinner parties and will especially for Our Daughter's Wedding.

Yes, MTV has changed my life, Boy George.

It's almost, but not quite as much fun as shopping.

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DANCIS

continued from page 42

tions? With the immeasurable assistance of computer consultant Karin Meyer, we've compiled a reporter accuracy percentage (RAP) for each writer's selections in the four divisions.

(Methodological note for computing RAP: 1. Add one point for each place a prediction was wrong — e.g., if a reporter predicted a team would finish first and it came in fourth, three points would be accumulated; 2. Add all of the points in each division; 3. Subtract this figure from the total number of possible wrong prediction points — 24 in the American League, which has seven teams in each division; 18 in the National League, which has six teams in each division; 4. Divide the remainder by the total number of possible wrong prediction points and express as a percentage — the result is a reporter's accuracy percentage for each division.)

The RAP standings for 1984:

Michael Kazin (Guardian)	**32.143%**
Glenn Schwarz (Examiner)	32.143%
Dan McGrath (Chronicle)	29.762%
John Hillyer (Examiner)	28.571%
Art Rosenbaum (Chronicle)	28.571%
Bruce Dancis (Guardian)	**27.381%**
Glenn Dickey (Chronicle)	26.190%
David Bush (Chronicle)	23.810%
Derk Richardson (Guardian)	**23.810%**
Lowell Cohn (Chronicle)	22.619%
John Ross (Guardian)	**22.619%**
Art Spander (Examiner)	22.619%
Bruce Jenkins (Chronicle)	21.429%
Terence Moore (Examiner)	20.238%

In a bad year for predictions, only four reporters ended up with RAPs of 50% or above for any division. The Guardian's Ross and Kazin scored well in the American League East (58.333% and 50%, respectively), as did the Chronicle's Rosenbaum (50%), and I tallied 55.556% in the National League West.

Last, we compiled a newspaper accuracy percentage (NAP) to evaluate each paper's selections overall. (Total RAPs divided by the number of reporters for each publication.)

The NAP standings for 1984:

Bay Guardian	**26.488%**
Examiner	25.893%
Chronicle	25.397%

The Guardian's victory may not be the most lopsided in the history of jock prognostication, but hey! baseball is a game of inches. ■

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MOVIES

Gags in the 8th Dimension

STEVE JENSEN

THE ADVENTURES OF BUCKAROO BANZAI.
Directed by W.D. Richter. At the Alexandria, SF.

One look at the title *The Adventures of Buckaroo Banzai: Across the 8th Dimension* tells you what's wrong with the movie — it's trying to cram in too many things at once, and it doesn't know when to shut up.

An action-adventure sci-fi genre parody with feints at political satire, *Buckaroo Banzai* (or, if I may take the liberty, *BB*) is a mess, but it's the kind of mess only intelligent people can make. *BB* is the work of a talented screenwriter, Earl Mac Rauch (*New York, New York*), and its first-time director is another talented screenwriter, W.D. Richter (*Brubaker*; the 1978



Good aliens from Planet 10 fly over New Jersey in 'The Adventures of Buckaroo Banzai.'

remake of *Invasion of the Body Snatchers*).

Too many ideas

That's part of the problem, right there: Put two brainy writers together on a movie without a strong director-figure and you're not going to see much in the way of editing. Screenwriter Rauch is brimming over with ideas (not all of them good), and ex-screenwriter Richter just can't bring himself to blue-pencil a single one of them. *BB* chokes on its own multiplicity of characters and inchoate ideas, themes and riffs — it gags on its own gags — and it must have the talkiest screenplay in 30 years.

I don't mind a talky screenplay when the Preston Sturges of *The Palm Beach Story* or the Joseph Mankiewicz of *All About Eve* can carry us for two hours on breathessly overlapping wisecracks, most of them funny. But Rauch's dialogue is a far cry from Sturges or Mankiewicz. *BB* runs heavily to lines like "We are reading electrical field aberration of nine-nine-three. Can you verify? Over," punctuated with terrible puns and *non sequiturs* like "No matter where you go — there you are." (Rauch is so fond of this one that he makes it his hero's tag line.)

A multi-talented celebrity

Buckaroo Banzai (Peter Weller), conceived as an ongoing series hero, a thinking person's Indiana Jones, is a Japanese American neurosurgeon, physicist, stock-car racer and presidential adviser. He's the most famous person in the world; whole issues of *People* could be devoted to various aspects of his celebrity. In their rare off hours, Buck and his equally accomplished buddies (Jeff Goldblum, Lewis Smith, Pepe Serna, Clancy Brown) play gigs as a vaguely new wave rock group, the Hong Kong Cavaliers. None of this is clearly established until half an hour into the movie. Before that, we get nothing but tight close-ups of an enormous number of unidentified people staring into computer screens and worrying about the electrical field aberrations and so on. You don't know what's going on, or why. The movie doesn't draw you in.

Gradually it becomes sort-of-clear that Buck has invented a device that can transport people through solid matter — walls, mountains — into the 8th Dimension (don't ask). Bad aliens from Planet 10 have been imprisoned on earth, but in the 8th dimension, since 1938. Now the baddies want that device to free themselves and get back to Planet 10. Meanwhile, the good aliens in control of the home planet send word to Buckaroo that if the earthlings can't keep the bad aliens bottled up in the 8th Dimension, the good aliens will be forced to plunge the earthly superpowers into a planet-busting nuclear holocaust.

Parody and paranoia

On its way to the final countdown, *BB* parodies most of the adventure movie genres while venturing into political paranoia a la *Dr. Strangelove* and *Manchurian Candidate*. (Best sight gag: At the moment of international crisis, the defense secretary hands the president a "Declaration of War: The Short Form.") You can see that Rauch and Richter are aiming at something like the dry-ice comedic tone Thomas Pynchon achieved in the early parts of *Gravity's Rainbow*, but *BB* is so full of camp exaggeration and so dizzy with its own cleverness that the effect is more like an episode of TV's *Batman* with a Pynchon script cut up and pasted back together at random by William Burroughs.

There are good reasons to see *BB*, though. John Lithgow, as the mad-alien-scientist villain, is ferociously energetic, though he makes his performance in *Twilight Zone — The Movie* look restrained. Carl Lumbly (in Rastafarian dreadlocks) and Rosalind Cash make a swell pair of good aliens (all the good aliens are black, all the bad ones white), and the very talented Ellen Barkin turns up as Buck's love interest. As Buckaroo, Weller doesn't look even half Japanese, but he does look extra-sharp in his natty suits and fashionable red-rimmed spectacles. As an opportunity to see a whole raft of good young actors who deserve to be much better known doing their stuff in the same movie, *BB* is a bargain.

So many movies fail for lack of ideas that it's a curiosity to see one fail because it's overstuffed with them. *BB* is an exasperating failure. However, it's not an infuriating one, because it doesn't insult your intelligence. For future reference, the filmmakers need look no further than to the current *Repo Man* for an example of how to do a deadpan comic fantasy and get it right. ■



Ken Ward and Eydie Alyson have to contend with a people-eating plant in 'Little Shop of Horrors.'

THEATER

Flora's revenge

MISHA BERSON

LITTLE SHOP OF HORRORS. By Howard Ashman and Alan Menken, directed by Howard Ashman. At Warfield Theatre, SF. Through October 28th.

Anyone who has seen Roger Corman's *Little Shop of Horrors* will recall the tale of a man-eating plant and its constant exhortations of "Feed me, feed me." The movie's hip, deadpan humor (which ably parodied Corman's own cycle of bloody B-thrillers) became an underground hit on the late night television/college campus circuit, but it wasn't until 1982 that writer Howard Ashman and composer Alan Menken decided to turn it into an equally successful musical. The touring company has finally made its way to San Francisco, and the film's basic story is still there — enhanced by rock music, some splendid puppetry, good performances and a snappy cartoon quality reminiscent of *Mad* magazine.

Little Shop of Horrors concerns Seymour (Ken Ward), a nebbish with a green thumb, and his unsuccessful attempts to control the voracious appetite of a plant that thrives on human flesh and blood. The pushy plant (portrayed here by a series of cleverly designed and manipulated puppets) just keeps growing, bringing notoriety to the once-unprofitable little Skid Row flower shop where Seymour works for the Jewish papa owner Mushkin and pines for a chirpy blond co-worker named Audrey. At first, Seymour can keep his

continued page 54



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British comedian Jasper Carrott at the Great American Music Hall.

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MAME'S: **Wed/17:** Comedy in the Cave at 9 pm. Bay and Mason. 986-4553.

THE OTHER CAFE: **Fri/12-Sun/14:** Bobby Slayton with Rick Reynolds; **Mon/15:** Chris Titus hosts comedian auditions; **Tues/16:** Bobby Slayton, Jim Samuels, Murphy/St. Paul and others in benefit for the Infant Development Center; **Wed/17-Fri/19:** Jim Samuels and Mark Pitta. Shows at 9 pm with additional 11 pm shows Fri. and Sat. Cole and Carl. 681-0748.

PUNCH LINE: **Fri/12** and **Sat/13:** Dr. Gonzo and Al Clethen. **Sun/14:** SF Comedy Showcase; **Mon/15:** The Original Zoo Boys; **Tues/16:** SF Comedy Underground; **Wed/17-Fri/19:** Bill Rafferty and Diane Nichols. Shows at 9 pm with additional 11 pm shows Fri. and Sat. 444 Battery (near Washington). 474-3801.

the.art.re.grup: **Sat/13:** Faultline Comedy Night. 8 pm, 1805 Divisadero (at Bush). 346-4063.

VALENCIA ROSE: **Fri/12:** Jane and the Family Jewels at 9 and 11 pm, plus Riot Squad at 10:30 pm; **Sat/13:** Jane and the Family Jewels at 9 and 11 pm, plus Gay Comedy Night at 10 pm; **Mon/15:** Gay Comedy Open Mike with Tom Ammiano and Monica Palacios at 8:30 pm; **Tues/16:** Kate Kasten at 8 pm; **Wed/17:** Jane and the Family Jewels at 9 pm, plus Kate Kasten at 8 pm; **Thurs/18:** Jane and the Family Jewels at 9 pm; **Fri/19:** Jane and the Family Jewels at 9 and 11 pm, plus Riot Squad at 10:30 pm. 766 Valencia (near 19th St.). 863-3863.

EAST BAY

BEAR'S LAIR: **Wed/17:** Steve Barkly, Larry Brown and David Feldman. 8 pm, Student Union, UC Berkeley, Bancroft and Telegraph, Berk. 642-6329.

REDWOOD INN: **Tues/16:** Mark Pitta at 8:30 pm. 6415 Redwood, Oakl. 530-8661.

TOMMY T'S: **Fri/12-Sun/14:** Tim Bedore, Murphy/St. Paul and Stretch the Mountain Man; **Wed/17-Fri/19:** Michael Pritchard, Warren Thomas and Gary Hansen. Shows at 9 pm with additional 11 pm shows Fri. and Sat. 150 W. Juana, San Leandro. 351-5233.

— Mary Ann Cobb

DANCE PERFORMANCES

Choreographers Performance Alliance: Suzanne Clements-Martin, Janlyn Dance Company, Evangel King, Take Five and Jan Van Dyke present finished works and works-in-progress, followed by a discussion with the audience. **Sun/14,** 7:30 pm, 8th Street Studio, 2525 8th St., Berk. 465-6491.

Footwork Studio stages a dance concert with Bay Area artists Debra Bently, Nanette Viellieu, Anna Celeste, Madeleine Denko, Cheryl Halliburton, Debra Hunt, Sharon Marks, Cynthia Shatz and Clare Whistler. **Fri/12,** 8:30 pm, Footwork Studio, 3221 22nd St., SF. 824-5044. (Also Sat/13.)

Dancer/Choreographer Betsy Kagan dances with Kathleen McClintock, Rebecca Jones, Sheri Alley, Joan Lazarus, Larry McQueen and others. **Wed/10,** 8:30 pm, New Performance Gallery, 3153 17th St., SF. 863-9834. (Also Thurs/11, Fri/12 and Sat/13.)

Liz Lerman: A performer of dances of political satire, Lerman considers herself a "dance humanist" and an "activist artist." She performs excerpts from *Docudance III — Nine Short Dances About the Defense Budget* — which focuses on the Reagan administration's budget cuts. **Wed/17,** 8:30 pm, New Performance Gallery, 3153 17th St., SF. 863-9830.

Momix: The experimental/improvisational dance group appears with founder Moses Pendleton. **Wed/10,** 8 pm, Julia Morgan Theater, 2640 College, Berk. 548-7234. (Also Thurs/11, Fri/12, Sat/13 and Sun/14.)

The Oakland Ballet performs new works choreographed by Tandy Beal and Val Caniparoli, plus *Amis* by Ron Thiele and *El Salon Mexico* by Ronn Guidi. **Fri/12,** 8 pm, Paramount Theatre, 2025 Broadway, Oakl. 465-6400. (Also Sat/13.)

The Oakland Ballet also performs director Ronn Guidi's *Hansel and Gretel*. **Sun/14,** 2 pm, Paramount Theatre, 2025 Broadway, Oakl. 465-6400.

Pilobolus Dance Theatre combines gymnastics, acrobatics, modern dance and ballet in its presentation of works new to the Bay Area and old favorites. **Wed/17,** 8 pm, Zellerbach Hall, Telegraph and Bancroft, Berk. 642-9988. (Also Thurs/18, Fri/19, Sat/20 and Sun/21.)

— Mary Ann Cobb

MOVIES

(► Bargain matinees)

FIRST RUN

THE ADVENTURES OF BUCKAROO BANZAI. A whirling Cuisinart of genres that hurtles nonstop to ultimate benumbment, and stars Peter Weller as a neurosurgeon/physicist/race-car driver/rock and roll star battling enemy aliens, crazed scientist John Lithgow, and abetted by buddy Jeff Goldblum. You'll either love it or hate it. **SAN FRANCISCO: Alexandria** (5400 Geary at 18th Ave. 752-5100): call theater for times. **EAST BAY: UA** (2274 Shattuck, Berk. 843-1487): call theater for times.



F. Murray Abraham in 'Amadeus'

ALL OF ME. Carl Reiner's penile-prosed concept of what happens when dying heiress Lily Tomlin's death wish to have her soul transferred to Victoria Tennant's body gets detoured into Steve Martin's instead. Some funny sight gags, but Tomlin is underused and all of Martin isn't nearly enough. **SAN FRANCISCO: Regency II** (1268 Sutter at Van Ness. 776-5505): call theater for times. **EAST BAY: Century** (8201 Oakport, Oakl. 562-9990): Fri. at 6, 8 and 10; Sat. and Sun. at ►noon, ►2, 4, 6, 8 and 10; Mon.–Thurs. at 6:45 and 8:40. **Albany** (1115 Solano, Albany. 524-5656): daily at 7 and 9 with Sat. and Sun. matinees at ►1, 3 and 5. **Rockridge Showcase** (5144 Broadway at 51st St., Oakl. 658-2285): call theater for times.

AMADEUS. Opulent, marvelously mounted, fictionalized account of the relationship between Antonio Salieri (masterfully played by F. Murray Abraham) and Mozart (Tom Hulce) that focuses on Salieri's mental state and Mozart's brat/genius persona. At 158 minutes too long, but of great appeal to music and PBS lovers alike. **SAN FRANCISCO: Coronet** (3575 Geary at Arguello. 752-4400): call theater for times. **EAST BAY: Piedmont** (4186 Piedmont, Oakl. 654-2727): daily at ►1, 4, 7 and 10.

ANOTHER TIME, ANOTHER PLACE. Story of three Italian prisoners of war shipped to a remote Scottish farm during WW II and lonely young wife Phyllis Logan who befriends them with calamitous results. Logan's excellent, but the movie's mood is so bleak it's downright depressing. **EAST BAY: Rialto** (Gilman near 7th St., Berk. 526-6669): call theater for times.

THE BEST OF BERGMAN. SAN FRANCISCO: Gateway (Jackson and Battery. 421-3353): schedule changes daily; call theater for times and titles.

BLUE PLANET. SAN FRANCISCO: Lumiere (1572 California at Polk. 885-3200): call theater for times.

THE BOSTONIANS. Humorless Henry James makes for a tedious story of a struggle for possession between man-hating feminist Vanessa Redgrave and chauvinist southerner Christopher Reeve for Madeleine Potter, whose vapid performance makes her hardly worth all the bother. Redgrave is magnificent. **SAN FRANCISCO: Clay** (2261 Fillmore at Clay. 346-1123): call theater for times. **EAST BAY: California** (Kittredge at Shattuck, Berk. 848-0620): daily at 7 and 9:30 with Sat. and Sun. matinees at ►1:45 and 4:30.

BREAD AND CHOCOLATE. EAST BAY: Northside (1828 Euclid, Berk. 841-6000): call theater for times.

THE BROTHER FROM ANOTHER PLANET. Joe Morton's marvelous as a black brother from outer space with some very unusual powers who eventually lands in Harlem. What happens to him there makes this a witty, insightful microcosm of present day culture that's very well worth seeing. **SAN FRANCISCO: Bridge** (3010 Geary. 751-3212): call theater for times. **EAST BAY: Fine Arts** (2451 Shattuck at Haste, Berk. 848-2038): call theater for times.

CAREFUL, HE MIGHT HEAR YOU. Australian battle of wills between two sisters, needy Robyn Nevin and rich Wendy Hughes, over orphan Nicholas Gledhill, who has lived with Nevin since birth. The boy becomes a changing pawn shuttled between two worlds in a film whose visual and dramatic qualities are undermined by understatement and a slow descent into the outlandish. **SAN FRANCISCO: Balboa** (38th Ave. and Balboa. 221-8181): call theater for times.

COUNTRY. Top marks for domestic detail and acting as Jessica Lange fights the government-owned loan company's foreclosure of the farm husband Sam Shepard has tried to work and failed. Problem is, no matter what happens, the pace never changes and the dialogue's so one-dimensional, there are hardly any real people in this Country at all. **SAN FRANCISCO: Regency I** (1320 Van Ness at Sutter. 673-7141): call theater for times. **EAST BAY: Act** (2128 Center at Shattuck, Berk. 548-7200): daily at 6, 8:10 and 10:10 with Sat. and Sun. matinees at ►1:45 and 3:55.

DREAMSCAPE. Telekinetic genius Dennis Quaid learns from Max von Sydow and Kate Capshaw how to enter — and change — people's nightmares. But when US Pres. Eddie Albert and CIA-type Christopher Plummer get involved, watch out! Borderline believability finally deteriorates into silliness, but much of it is worthwhile. **SAN FRANCISCO: Royal** (1529 Polk at California. 474-2131): call theater for times.

THE EVIL THAT MEN DO. EAST BAY: Oaks (1875 Solano, Berk. 841-6000): call theater for times.

EXTERMINATOR II. SAN FRANCISCO: Alhambra (Polk and Green. 775-5656): call theater for times. **Empire** (85 West Portal at Vicente. 661-5110): Fri. at 6:15, 8:05 and 9:55, Sat. and Sun. at 12:45, 2:35, 4:25, 6:15, 8:05 and 9:55, Mon.–Thurs. at 6:45 and 8:30. **EAST BAY: Century** (8201 Oakport, Oakl. 562-9990): Fri. at 6, 7:30 and 9:20; Sat. and Sun. at ►12:45, ►2:35, 4:25, 6:15, 8 and 9:50; Mon.–Thurs. at 6:45 and 8:35.

GHOSTBUSTERS. Mostly unfunny and mismatched trio of parapsychologists Bill Murray, Dan Aykroyd and Harold Ramis are forced to go into business when they lose their research grant and become overnight successes when a plague of paranormal occurrences break out in New York. For ten-year-olds. **SAN FRANCISCO: Northpoint** (Powell at Bay. 989-6060): daily at 1, 3:10, 5:20, 7:30 and 9:45. **EAST BAY: Albany** (1115 Solano, Albany. 524-5656): daily at 7:15 and 9:15 with Sat. and Sun. matinees at ►1:15, 3:15 and 5:15. **Grand Lake** (3200 Grand, Oakl. 452-3556): call theater for times.

THE GODS MUST BE CRAZY. South African director Jamie Uys's indefinable film shows what happens when totally uncivilized Bushman Xi finds a Coke bottle, thinks it's a god and tries to give it back when it turns out to be evil. A melange of satire, irony, wit and slapstick that only occasionally lapses into

WHEN IN SOUTHERN CALIFORNIA VISIT UNIVERSAL STUDIOS TOUR AN MCA COMPANY



From the creators of "Fast Times at Ridgemont High"– something even faster.

The Wild Life

It's casual.

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DOLBY STEREO

2ND WEEK

POLK & CALIFORNIA* ROYAL THEATRE 474-2131

Daily at: 2:10,4:10, 6:10,8:10,10:10pm. Bargain matinee first hour only.

COLMA * SERRAMONTE 6 THEATRE 756-6500

Wed./Thurs. at: 6:00, and 8:15pm. Discount shows before 6:15pm.

ALSO PLAYING AT THESE THEATRES AND DRIVE-INS

–SO. SAN FRANCISCO–
So. San Francisco-Spruce D/I
–EAST BAY–
Oakland-Four Star
Berkeley-Berkeley*
Hayward-Southland Cinema*
Newark-Cinedome 7 West*
Pleasant Hill-Regency Cinema
Oakland-Coliseum D/I
Union City-Union City D/I
Vallejo-Vallejo A/M
Dublin-Dublin Cinema*

Antioch-Metro 4*
–PENINSULA–
San Mateo-Fashion Is. 6*
Redwood City-UA Redwood 6
Redwood City-Redwood D/I
Mtn. View-Old Mill 6*
Burlingame-Burlingame D/I
–SAN JOSE–
Sunnyvale-Sunnyvale 6*
San Jose-Oakridge 6*
San Jose-Saratoga 6*

San Jose-Meridian Quad 6
San Jose-Capitol Square
Mtn. View-Moffett D/I
San Jose-Capitol D/I
Morgan Hill-Granada Cinema*
–MARIN–
San Rafael-Montecito
–NORTH COUNTIES–
Fairfield-Cinema I*
Petaluma-Parkway D/I
Santa Rosa-Park Cinema*
Napa-Cinedome*

*Presented in DOLBY STEREO

boredom. **SAN FRANCISCO: Vogue** (Sacramento and Presidio. 221-8181): call theater for times. **EAST BAY: Elmwood** (College and Ashby, Berk. 848-0931): call theater for times.

GREMLINS. Goes from cuddly (the cute little mogwai that Hoyt Axton brings teen son Zach Galligan for Xmas) to cutthroat when the boy breaks three no-nos and his Midwestern home town is suddenly full of hideous, anti-human gremlins. Definitely not for the kiddies. **SAN FRANCISCO: Empire** (85 West Portal at Vicente. 661-5110): Fri. at 7:45; Sat. and Sun. at 12:45, 4:25 and 8:05; Mon.–Thurs. at 8:30.

HEARTBREAKERS. Heartbreaking only in its amateurishness, the movie miscasts Peter Coyote as a 35-year-old rebel artist who talks about life and love in Sixties terms with best friend/wealthy businessman Nick Mancuso as Kathryn Harrold and Carole Laure wander in and out of their lives. **SAN FRANCISCO: Galaxy** (1285 Sutter at Van Ness. 474-8700): call theater for times. **Stonestown** (19th Ave and Winston. 221-8181): call theater for times. **EAST BAY: Rockridge Showcase** (5144 Broadway at 51st St., Oakl. 658-2285): call theater for times.

HEART OF THE STAG. Understated, thoughtful handling of a controversial theme wherein drifter Bruno Lawrence finds himself caught up in well-to-do rancher Terence Cooper's incestuous relationship with daughter Mary Regan. Set amid New Zealand's lush pastoral beauty, it's excellently acted and gripping without being sensationalized. **EAST BAY: Rialto** (Gilman near 7th St., Berk. 526-6669): call theater for times.

IMPULSE. **SAN FRANCISCO: Coliseum** (9th Ave. and Clement. 221-8181): call theater for times. **EAST BAY: UA** (2274 Shattuck, Berk. 843-1487): call theater for times.

INDIANA JONES AND THE TEMPLE OF DOOM. Steven Spielberg's and George Lucas's two-thrills-a-second whiz-bang movie about a search for a sacred stone used in sadistic black magic rituals, deft comedienne Kate Capshaw great in a female putdown part and Harrison Ford looking for trouble and finding it. *Not* for young children. **SAN FRANCISCO: Alhambra** (Polk and Green. 775-5656): call theater for times. **Empire** (85 West Portal at Vicente. 661-5110): Fri. at 5:30, 7:45 and 10; Sat. and Sun. at 12:45, 3:10, 5:30, 7:45 and 10; Mon.–Thurs. at ►6:45 and 9.

IRRECONCILABLE DIFFERENCES. Supposedly the story of why ten-year-old Drew Barrymore wants to divorce parents Shelley Long and Ryan O'Neal, the focus immediately shifts from the child to the parents and their trite boring story, which is still a relief from Barrymore's not-a-single-natural-move acting. **SAN FRANCISCO: Galaxy** (1285 Sutter at Van Ness. 474-8700): call theater for times. **EAST BAY: Oaks** (1875 Solano, Berk. 841-6000): call theater for times. **Rockridge Showcase** (5144 Broadway at 51st St., Oakl. 658-2285): call theater for times.

A JOKE OF DESTINY. Lina Wertmuller's excellently acted account of what happens when Italian VIP Gastone Moschin is hermetically sealed in his soundproof, computer-controlled car outside underling Ugo Tognazzi's house. The very funny situation cuts in and out of Tognazzi's not-quite-as-entertaining private life, but the meaningless, cheat ending is inexcusable. When will Lina learn to leave well enough alone? **SAN FRANCISCO: Mercury** (2240 Union at Steiner. 931-7666): call theater for times. **EAST BAY: Rialto** (Gilman near 7th St., Berk. 526-6669): call theater for times.

THE LAST STARFIGHTER. Great fun for the PG crowd as likable young hero Lance Guest breaks the record on a video game and is transported from his mundane trailer court life to the planet Ryos by slightly shady space recruiter Robert Preston. Comic book stuff that's never mean and that all preteens should enjoy. **SAN FRANCISCO: Empire** (85 West Portal at Vicente. 661-5110): Fri. at 5:45 and 9:50; Sat. and Sun. at 2:35, 6:15 and 9:55; Mon.–Thurs. at 6:45.

LOVE STREAMS. Love streams unrestrained, unfortunately, as writer brother John Cassavetes' and mentally unstable sister Gena Rowlands' emotional states evolve in a confusion of dreams, symbolic scenes and whimsy that becomes an undisciplined flood, drowning all meaning along the way. **SAN FRANCISCO: Surf** (4510 Irving at 46th Ave. 664-6300): call theater for times.

THE NATURAL. Adaptation of Bernard Malamud's book that omits a lot of vital linkage, but Robert Redford, Glenn Close, Robert Duvall, Wilford Brimley and Richard Farnsworth give sterling performances in this baseball-based story of a man and a myth. **SAN FRANCISCO: Cinema 21** (2141 Chestnut. 921-1234): call theater for times.

NUDO DI DONNA. **SAN FRANCISCO: Lumiere** (1572 California at Polk. 885-3200): call theater for times. **EAST BAY: Northside** (1828 Euclid, Berk. 841-6000): call theater for times.

OLD ENOUGH. First-time writer/director Marisa Silver's light, very naturally acted little story about fledgling lives on opposite sides of the tracks as upper class, almost-12 Sarah Boyd is fascinated by 14-year-old street girl Rainbow Harvest's vivid makeup, nails and revealing clothes. Their looks into each other's lives make this light-as-angel-food-cake slice of life. **SAN FRANCISCO: Cannery** (2801 Leavenworth at Beach. 441-6800): call theater for times.

PLACES IN THE HEART. Set in 1935 Texas with Sally Field bravely trying to hold her life and children together when her husband's accidentally killed. Starts off most promisingly but drifts into subplots involving Ed Harris, Amy Madigan, Lindsay Crouse and John Malkovich, all of which never come together. **SAN FRANCISCO: Metro** (2200 Union at Webster. 221-8181): call theater for times. **EAST BAY: Grand Lake** (3200 Grand, Oakl. 452-3556): call theater for times. **UA** (2274 Shattuck, Berk. 843-1487): call theater for times.

PURPLE RAIN. **SAN FRANCISCO: Alexandria** (5400 Geary at 18th Ave. 752-5100): call theater for times. **Galaxy** (1285 Sutter at Van Ness. 474-8700): call theater for times. **EAST BAY: Rockridge Showcase** (5144 Broadway at 51st St., Oakl. 658-2285): call theater for times. **UA** (2274 Shattuck, Berk. 843-1487): call theater for times.

RED DAWN. Ludicrous, stultifying study in violence and stupidity in which slaughter's the name of the game as Russian/Cuban forces take over a small Colorado town and are finally defeated by eight teenagers. Honest. With Patrick Swayze and C. Thomas Howell heading the youngsters, followed by several maturer actors who should know better. **SAN FRANCISCO: Balboa** (38th Ave. and Balboa. 221-8181): call theater for times.

REPO MAN. **SAN FRANCISCO: Four Star** (2200 Clement at 23rd. 752-2650): call theater for times. **EAST BAY: Rialto** (Gilman near 7th St., Berk. 526-6669): call theater for times.

A SOLDIER'S STORY. Superb study in revelation set in 1944 Louisiana shows what happens on many levels when black lawyer/captain Howard Rollins Jr. is sent to investigate the murder of a sergeant of an all-black company. Excellently acted throughout. **SAN FRANCISCO: Regency III** (420 Mason at Geary. 781-1541): call theater for times. **EAST BAY: Act** (2128 Center, Berk. 548-7200): daily at 7 and 9 with Sat. and Sun. matinees at ►1, 3 and 5. **Century** (8201 Oakport, Oakl. 562-9990): Fri. at 6, 8:05 and 10:05; Sat. and Sun. at ►12:30, ►3, 5:15, 7:45 and 10; Mon.–Thurs. at 6:45 and 8:50.

TEACHERS. When mental patient Richard Mulligan can pass as a substitute teacher at JFK High, you know it's got a problem. Nick Nolte's a burned-out teacher trying to stay sane while vice principal Judd Hirsch handles the daily horror. When the school is sued for matriculating an illiterate student, ex-JFK grad/lawyer Jobeth Williams gets Nolte to help her. An intelligent, humorous look at the educational system. **SAN FRANCISCO: Galaxy** (1285 Sutter at Van Ness. 474-8700): call theater for times. **EAST BAY: Rockridge Showcase** (5144 Broadway at 51st St., Oakl. 658-2285): call theater for times. **Century** (8201 Oakport, Oakl. 562-9990): Fri. at 6, 8:10 and 10:20; Sat. and Sun. at ►1, ►3:10, 5:30, 7:40 and 9:55; Mon.–Thurs. at 6:45 and 8:55. **UA** (2274 Shattuck, Berk. 843-1487): call theater for times.

TIGHTROPE. **SAN FRANCISCO: Balboa** (38th Ave. and Balboa. 221-8181): call theater for times.

UNDER THE VOLCANO. Albert Finney's consummate portrayal of a tormented alcoholic consul in 1938 Cuernavaca, with Jacqueline Bisset as his ex-wife, Anthony Andrews as his half-brother and some terribly-stiff-upper-lip dialogue. But director John Huston ignores both explanation and motivation, with frustrating results. **EAST BAY: Rialto** (Gilman near 7th St., Berk. 526-6669): call theater for times.

UNTIL SEPTEMBER. Can gauche Midwesterner Karen Allen find happiness with wealthy, married, middle-aged chauvinistic snob Thierry L'hermitte in Paris? The movie tries to make it so that either the affair or the movie will last Until October. **SAN FRANCISCO: Cinema 21** (2141 Chestnut at Steiner. 921-1234): call theater for times. **EAST BAY: Rockridge Showcase** (5144 Broadway at 51st St., Oakl. 658-2285): call theater for times.

UTU. What starts out to be fascinating look at the Maoris in 1870 New Zealand turns into a period horror movie when Europeanized Maori Zac Wallace turns against the land-grabbing whites after they massacre his family and the movie thoroughly muddled by confusingly inserted flashforwards. **SAN FRANCISCO: Ghirardelli** (Beach at Polk. 441-7088): call theater for times.

THE WILD LIFE. **SAN FRANCISCO: Royal** (1529 Polk at California. 474-2131): call theater for times. **EAST BAY: Berkeley** (2425 Shattuck at Haste, Berk. 848-4300): call theater for times.

THE WOMAN IN RED. Almost totally tasteless tale of happily married Gene Wilder's sudden yen for model Kelly Le Brock in which he displays relish at female putdown and turns Charles Grodin, Joseph Bologna and Michael Huddleston to dross, the dialogue's mostly a sexual smirk and only Gilda Radner gives him what he deserves. **SAN FRANCISCO: Stonestown** (19th Ave and Winston. 221-8181): call theater for times.

REPERTORY THEATERS

SAN FRANCISCO

AVENUE PHOTOPLAY: **Fri/12: BLUE SKIES** plus **GIRL SHY**; call theater for times. **Fri/19: DIAL M FOR MURDER** at 8. 2650 San Bruno. 468-2636.

CASTRO: **Fri/12–Sat/13: FOREIGN CORRESPONDENT** at 8 with Sat. matinee at 4 plus **THE MAN WHO KNEW TOO MUCH** at 6:30 and 10:15 with Sat. matinee at 2:30; **Sun/14–Mon/15: SHADOW OF A DOUBT** at 9:30 with Sun. matinees at 1 and 5:15 plus **SABOTEUR** at 7:15 with Sun. matinee at 3; **Tues/16: BLACKMAIL** at 6:30 and 10 plus **MURDER** at 8:15; **Wed/17: SUSPICION** at 4:30 and 8:15 plus **MR. AND MRS. SMITH** at 2:45, 6:30 and 10:15; **Thurs/18: MARNIE** at 8 plus **YOUNG AND INNOCENT** at 6:30 and 10:30; **Fri/19: REAR WINDOW** at 9:30 plus **FRENZY** at 7:15. 429 Castro (at Market). 621-6120.

CEDAR: **Fri/12–Sat/13: THE FUGITIVE KIND** at 7 with Sat. matinee at 2:15 plus **IN COLD BLOOD** at 9:15 with Sat. matinee at 4:30; **Sun/14–Mon/15: RIFIFI** at 7 with Sun. matinee at 2:15 plus **WAGES OF FEAR** at 9:15 with Sun. matinee at 4:25; **Tues/16–Thurs/18: THE SAINT STRIKES BACK** at 6:30 and 9:40 plus **MURDER MY SWEET** at 7:50; **Fri/19: HUD** at 6:30 plus **GIANT** at 8:35. 38 Cedar Alley. 776-8300.

CINEMATHEQUE: **Sat/13: PERSONAL VISIONS: NEW SUPER-8MM FILMS** at 8. New College Gallery. 762 Valencia. 558-8129. **Sun/14: HAPPINESS** and **THE FRUITS OF LOVE** at 8; **Thurs/18: THE OTHER SIDE — EUROPEAN AVANT-GARDE CINEMA 1900-1980** at 8. SF Art Institute, 800 Chestnut. 558-8129.

KOKUSAI: **Fri/12–Tues/16: TORA-SAN LOVE SONG** plus **ZATOICHI ENTERS AGAIN; Wed/17–Fri/19: THE MIRACLE OF JOE** plus **SWORD FIGHT AT SUNDOWN.** 1700 Post. 563-1400.

PARKSIDE: **Fri/12: STAR TREK II** at 7:15 plus **STAR TREK III** at 9:20; **Sat/13: NEVER CRY WOLF** at 4 and 8:25 plus **GREYSTOKE** at 1:30, 6 and 10:25; **Sun/14: SAFETY LAST** at 2 and 6:40 plus **THE GOLD RUSH** at 3:35 and 8:15 and **THE GENERAL** at 5:10 and 9:50; **Mon/15–Tues/16: KOYAANISQATSI** at 7:15 plus **WOMAN IN THE DUNES** at 9; **Wed/17–Thurs/18: CAN SHE BAKE A CHERRY PIE?** at 7:15 plus **THE BIG CHILL** at 9; **Fri/19: THIS IS SPINAL TAP** at 7 and 10:20 plus **TOP SECRET** at 8:40. Taraval at 19th Ave. 661-1940.

RED VICTORIAN: **Fri/13–Sat/14: THE LAST WALTZ** at 7:15 and 9:30 with Sat. matinee at 3:30; **Sun/14–Mon/15: REPORTERS** at 7:15 and 9:15 with Sun. matinee at 3:30; **Tues/15–Wed/17: LONG DAY'S JOURNEY INTO NIGHT** at 7 and 9:30; **Thurs/18: MR. HULOT'S HOLIDAY** at 7:25 and 9:25; **Fri/19: GOSPEL** at 7:30 and 9:30. 1659 Haight. 863-3994.

ROXIE: **Fri/12–Sat/13: THE TAMING OF THE SHREW** at 7:15 with Sat. matinee at 2:20 plus **WHO'S AFRAID OF VIRGINIA WOOLF** at 9:40 with Sat. matinee at 4:45; **Sun/14–Mon/15: THE LITTLE FOXES** at 8 with Sun. matinee at 4:15 plus **THESE THREE** at 10:10 with Sun. matinee at 6:10; **Tues/16–Thurs/18: WHEN THE MOUNTAINS TREMBLE** at 6:30 and 10 plus **SUGAR CANE ALLEY** at 8; **Fri/19: CARMEN** at 6 and 10 plus **ERENDIRA** at 8. 3117 16th St. 863-1087.

STRAND: **Fri/12–Sat/13: THE NEVERENDING STORY** at noon, 3:15, 6:30 and 9:45 plus **FANTASTIC PLANET** at 1:50, 5:05 and 8:20; **Sun/14: RABID** at noon and 5:30 plus **HUMANOIDS FROM THE DEEP** at 1:40 and 7:05 and **DAWN OF THE DEAD** at 3:05 and 8:40; **Mon/15: TRIUMPH OF THE WILL** and **DAY OF FREEDOM** at noon, 2:55, 5:50 and 8:45; **Tues/16: MAKING LOVE** at noon and 6 plus **TIM** and 2 and 8 and **SOMETHING FOR EVERYONE** at 3:45 and 9:45; **Wed/17: IREZUMI** at noon, 3:50 and 7:40 plus **EMPIRE OF PASSION** at 1:35, 5:25 and 9:10; **Fri/19: CHRISTIANE F.** at noon, 4 and 8 plus **THE WALL** at 2:15, 6:15 and 10:15. 1127 Market (at 7th St.). 621-2227.

YORK: **Fri/12–Sun/14: THE GUEST** at 8 with Sat. and Sun. matinees at 4:15 plus **MARIGOLDS IN AUGUST** at 6:15 and 10 with Sat. and Sun. matinee at 2:30; **Mon/15–Tues/16: THE GUEST** at 8 plus **FUGARD'S PEOPLE** at 6:45 and 10; **Wed/17–Fri/19: THE CRUEL STORY OF YOUTH** at 7 and 9. 2789 24th St. 282-0316.

EAST BAY

PACIFIC FILM ARCHIVE: **Fri/12: THE SHOP ON MAIN STREET** at 7 plus **CLOSELY WATCHED TRAINS** at 9:25; **Sat/13:**

continued next page

THE COMEDY HIT YOU'VE BEEN WAITING FOR.



STEVE MARTIN · LILY TOMLIN

ALL OF ME

A KINGS ROAD Presentation · A UNIVERSAL Picture · PG

"'ALL OF ME' IS THE BEST AMERICAN COMEDY SINCE 'TOOTSIE'... If it doesn't have you in stitches, check your vital signs. It's Steve Martin and Lily Tomlin's best work in films." —Janet Maslin, NEW YORK TIMES

"'ALL OF ME' IS A SLAPSTICK, HIPSTER HYBRID OF 'HEAVEN CAN WAIT' AND 'TOOTSIE.'" —Scot Haller, PEOPLE MAGAZINE

"Lily Tomlin gets laughs and poignancy from her character... and Steve Martin vaults to the top of the class with his brazen, precise performance." —Richard Corliss, TIME MAGAZINE

3RD WEEK

REGENCY II
1268 SUTTER STREET 776-5505

Shows daily at: 1:00,3:20,5:40, 8:00 & 10:20pm. Barg. mat. 1st hour daily. No Infants Please.

EXCLUSIVE SAN FRANCISCO ENGAGEMENT
ALSO PLAYING AT THESE THEATRES & DRIVE-INS:

–SO. SAN FRANCISCO–
So. San Francisco-Spruce D/I
–EAST BAY–
Oakland-Century Complex
Oakland-Rockridge Showcase
Fremont-Cinedome 7 East
Hayward-Southland Cinema
Pleasant Hill-Century Complex
Richmond-Hilltop Mall
Albany-Albany
Union City-Union City D/I
Concord-Solano D/I
Vallejo-Cine 2
Antioch-Campanil
Dublin-Dublin
–PENINSULA–
San Mateo-Hillsdale Cinema
Mountain View-Old Mill 6
Redwood City-UA Redwood 6
San Bruno-UA Tanforan
Redwood City-Redwood D/I
–SAN JOSE–
San Jose-Century 22
San Jose-Capitol D/I
Morgan Hill-Cinema
–MARIN–
San Rafael-Regency
–NORTH COUNTIES–
Santa Rosa-Cinema Square
Fairfield-Solano Mall

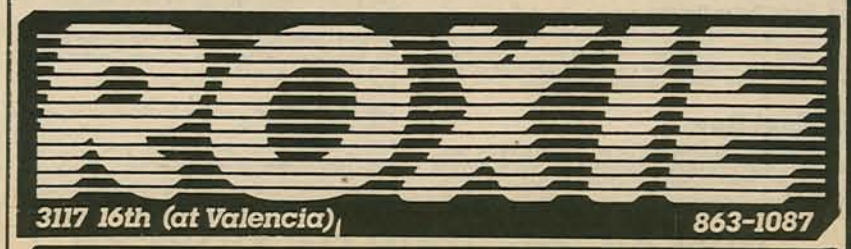


STARTS FRIDAY, OCTOBER 12th

775-5656 ALHAMBRA THEATRE — POLK NEAR GREEN STREET
661-5110 EMPIRE CINEMA — WEST PORTAL at VICENTE
647-1261 NEW MISSION — MISSION at 22nd STREET
362-4822 ST. FRANCIS THEATRE — MARKET Btwn 5th and 6th
756-6500 SERRAMONTE SIX — NEAR SERRAMONTE MALL
587-2884 GENEVA DRIVE-IN — NEXT TO COW PALACE

— Also at These Selected Northern California Theatres & Drive-ins —

EAST BAY
Berkeley - Berkeley
Oakland - Century Complex
Hayward - Hayward 5 Cinema
Fremont - Cinedome 7 East
Oakland - Coliseum Drive-in
Union City - Union City Drive-in
Concord - Solano Drive-in
Antioch - Metro
Dublin - Dublin 6 Cinema
Vallejo - Vallejo Automovie
PENINSULA
Redwood City - U.A. Redwood 6 Cinema
San Bruno - Tanforan Park Cinema
Mountain View - Old Mill 6 Cinema
Burlingame - Burlingame Drive-in
Redwood City - Redwood Drive-in
SAN JOSE
San Jose - Meridian Quad
San Jose - Century Almaden
San Jose - Capitol Square
San Jose - Saratoga 6 Cinema
Sunnyvale - Sunnyvale 6 Cinema
Milpitas - Serra
San Jose - Capitol Drive-in
Mountain View - Moffett Drive-in
MARIN
Novato - Cinema II
NORTH COUNTIES
Santa Rosa - U. A. Cinema
Napa - Cinedome
Fairfield - Cinema
Vacaville - Vacavalley Cinema



Fri & Sat • Oct. 12-13
RICHARD BURTON
WHO'S AFRAID OF VIRGINIA WOOLF? ☛ 9:40 (Sat mat. at 4:45)
THE TAMING OF THE SHREW ☛ 7:15 (Sat mat. at 2:20)

Sun–Mon • Oct 14–15
LILLIAN HELLMAN'S
THE LITTLE FOXES ☛ SUN 4:15, 8:00 ☛ MON 8:00
THESE THREE (the ORIGINAL CHILDRENS HOUR) ☛ SUN, MON 6:10, 10:10

"★★★★
A FILM THAT WILL HOLD, ENTERTAIN AND MOVE AN AUDIENCE." —William Wolf, Gannett News Service
"A FASCINATING FILM... IT'S AN INDEPENDENT PRODUCTION ALL THE WAY, AND A MOST POLISHED EXAMPLE OF THE BREED." — Christian Science Monitor



OLD ENOUGH

CANNERY
Leavenworth at Beach/441-6800
Discount Parking Holiday Inn
Exclusive No. Calif. Engagement
STARTS FRIDAY!



"'Cal,' a passionate whisper from a darkling plain, takes a firm grasp on one's attention. It is a very fine thing." RICHARD SCHICKEL, TIME

WARNER BROS. A GOLDCREST PRESENTATION A ENIGMA PRODUCTION "CAL" HELEN MIRREN JOHN LYNCH DONAL McCANN JOHN KAVANAGH · RAY McANALLY BERNARD MAC LAVERTY MARK KNOPFLER TERENCE A CLEGG STUART CRAIG DAVID PUTTNAM PAT O'CONNOR
R RESTRICTED UNDER 17 REQUIRES ACCOMPANYING PARENT OR ADULT GUARDIAN
WARNER BROS.

LUMIERE
California at Polk/885-3200
Discount Parking Holiday Inn
Exclusive No. Calif. Engagement
STARTS FRIDAY!

continued from previous page

MISSISSIPPI BLUES at 7 plus **LA TRACE** at 9:30; **Sun/14: TORCH SINGER** at 7:30 plus **IT HAPPENED ONE NIGHT** at 9; **Mon/15: SIDE TRACK** at 5:30 plus **LUCIA** at 7:30; **Tues/16: JUAN FELIZ SANCHEZ** and **LA GUAJIRA** at 7 plus **COUP DE TORCHON** at 9; **Wed/17: A TREE WITHOUT ROOTS** at 5:30 plus **RAIN AND SHINE** at 7:30 and **PASTORALE** at 9:25; **Thurs/18: MANILA — IN THE CLAWS OF DARKNESS** at 7 and 9:20; **Fri/19: THE JUDGE AND THE ASSASSIN** at 7:30 plus **LET JOY REIGN SUPREME** at 9:25. 2625 Durant, Berk. 642-1412.

SUPERB PRODUCTIONS: **Sat/13: THE NATURAL** at 7 and 9:45; **Fri/19: BLADE RUNNER** at 7:30 plus **THE ROAD WARRIOR** at 9:45. Wheeler Auditorium, UC Berkeley, near Telegraph and Bancroft, Berk. 642-7477.

UC: **Fri/12: CITIZEN KANE** at 5 and 9:25 plus **THE FOUNTAINHEAD** at 7:15 and 11:40; **Sat/13: BERLIN ALEXANDERPLATZ PART 1** at 1, **PART 2** at 4:30 and **PART 3** at 9 and **ROCKY HORROR** at midnight; **Sun/14: BERLIN ALEXANDERPLATZ PART 4** at 2, **PART 5** at 7:30; **Mon/15: GENTLEMAN'S AGREEMENT** at 6:30 plus **THE DIARY OF ANNE FRANK** at 8:45; **Tues/16: THE LOST HONOR OF KATHARINA BLUM** at 5:05 and 8:50 plus **A QUESTION OF SILENCE** at 7; **Wed/7: FANNY AND ALEXANDER** at 7; **Thurs/18: EASY RIDER** at 5:10 plus **GOIN' SOUTH** at 7 and **THE LAST DETAIL** at 9:05; **Fri/19: UNCENSORED BLOOPERS** at 5:30, 7:30, 9:30 and 11:30. 2036 University, Berk. 843-6267.

Call theaters to verify times and titles.

— Mary Ann Cobb
(Descriptions by Zena Jones)

She will become their most deadly weapon.
As long as they can make her fall in love.



DIANE KEATON

THE LITTLE DRUMMER GIRL

A GEORGE ROY HILL FILM
DIANE KEATON
in JOHN LE CARRÉ'S "THE LITTLE DRUMMER GIRL" YORGO VOYAGIS KLAUS KINSKI Music by DAVE GRUSIN Executive Producer PATRICK KELLEY
Screenplay by LORING MANDEL Based on the novel by JOHN LE CARRÉ Produced by ROBERT L. CRAWFORD Directed by GEORGE ROY HILL

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GALAXY 474-8700 SUTTER AND VAN NESS | STARTS FRIDAY OCTOBER 19

And Other Selected Bay Area Theatres

A student bites a teacher.
The school psychologist goes berserk.
The substitute teacher is a certified lunatic.
And students graduate who can't read or write.

It's Monday morning at JFK High.



TEACHERS

United Artists Presents
An AARON RUSSO Production
An ARTHUR HILLER Film
Starring NICK NOLTE · JOBETH WILLIAMS · JUDD HIRSCH · RALPH MACCHIO
"TEACHERS" ALLEN GARFIELD with LEE GRANT and RICHARD MULLIGAN
Written by W. R. McKINNEY Production Designed by RICHARD MacDONALD Director of Photography DAVID M. WALSH
Executive Producer IRWIN RUSSO Produced by AARON RUSSO Directed by ARTHUR HILLER

R RESTRICTED UNDER 17 REQUIRES ACCOMPANYING PARENT OR ADULT GUARDIAN

SOUNDTRACK AVAILABLE ON MCA RECORDS AND CASSETTES
Featuring the music of ZZ TOP BOB SEGER JOE COCKER NIGHT RANGER .38 SPECIAL THE MOTELS FREDDIE MERCURY IAN HUNTER ROMAN HOLLIDAY ERIC MARTIN & FRIENDS

474-8700 — THEATRE GALAXY SUTTER & VAN NESS
NOW PLAYING
587-2884 — DRIVE-IN GENEVA NEXT TO COW PALACE

ALSO AT THESE SELECTED BAY AREA THEATRES & DRIVE-INS
PRESENTED IN DOLBY STEREO WHERE NOTED*

—EAST BAY—
OAKLAND—ROCKRIDGE SHOWCASE 5
OAKLAND— CENTURY COMPLEX*
BERKELEY— UA CINEMA
HAYWARD— HAYWARD 5 CINEMA*
PL. HILL— CENTURY COMPLEX*
RICHMOND— HILLTOP MALL
NEWARK— CINEDOME 7 WEST*
UNION CITY— UNION CITY D/I
CONCORD— SOLANO D/I
OAKLAND— COLISEUM D/I
ANTIOCH—METRO*
DUBLIN— DUBLIN 6 CINEMA
VALLEJO— CINE*

—PENINSULA—
SAN BRUNO— TANFORAN PARK
SAN MATEO—FASHION ISLAND 6*
REDWOOD CITY— UA REDWOOD 6*
MT. VIEW—OLD MILL 6 CINEMA*
REDWOOD CITY— REDWOOD D/I
BURLINGAME— BURLINGAME D/I

—SAN JOSE—
SAN JOSE— CENTURY 24B*
SAN JOSE— CAPITOL D/I
MT. VIEW— MOFFETT D/I
MORGAN HILL— CINEMA III

—MARIN—
SAN RAFAEL— REGENCY CINEMA*

—SANTA ROSA—
SANTA ROSA— UA MOVIES*

—NORTH COUNTIES—
NAPA— CINEDOME*
FAIRFIELD—SOLANO CINEMA*

MUSIC

Each week the Bay Guardian's music critics choose for listing here some of the more interesting of the area's musical offerings. If you'd like your performance or group considered for inclusion, send a schedule and biographical information and photos to: Music Listings, SF Bay Guardian, 2700 19th St., SF 94110.

FRIDAY/12

San Francisco

Romeo Void: Led by artful lyricist and intriguing vocalist Deborah Iyall, one of San Francisco's premier post-punk rock bands returns to action on the heels of its new album release, *Instincts*, a finely polished amalgam of churning beats, rich textures and seductive vocals. 9 pm, Kabuki Nightclub, 1881 Post. 362-0261.

Sir Roland Hanna with Frank Tusa: A jazz pianist whose credits include work with Charles Mingus, Hanna's personal style encompasses almost the entire jazz tradition, making him especially rewarding as a solo pianist or in the spare duo format as he is here with bassist Tusa. 9:30 and 11 pm, 12:15 am, Kimball's 300 Grove. 861-5585. (Also Sat/13.)

Dead Kennedys: Lead singer Jello Biafra and the boys cling to punk's early sense of itself as an alternative — musical and political — to mainstream culture. 9 pm, Market Street Cinema, Market between 6th & 7th. 552-6688.

Elvin Bishop: Blues rock guitarist Bishop, veteran of the early Paul Butterfield Blues Band, hasn't had a hit since Mickey Thomas ("Fooled Around and Fell in Love") departed for the Starship, but he plays his juke joint rock and blues regularly at Tahoe, and that's success, isn't it?; Back Up & Push opens. 9 pm, Last Day Saloon, 406 Clement. 387-6343.

Blue Flame String Band with Danny Poullard: The Bay Area has spawned a diverse array of traditional acoustic string bands, and Blue Flame, playing cajun, bluegrass, blues and Greek *kalamatianos*, is as diverse as you'll find. 8 pm, Millberry Cafe, 500 Parnassus. 666-2571.

Hoo Doo Rhythm Devils with Glen Walters: These smoking Devils have been playing their rocking rhythm and blues for over a decade, and their mix of raucous originals and almost-faithful cover versions give satisfaction to fans of '60s blues-rock who still want to boogie. 9 pm, Golden Grommet, 834 Irving. 564-6627.

Peggy Lee: The North Dakota-born singer gave you "Fever" and enjoyed tremendous popularity in the 1960s, after her "jazz" years with Benny Goodman, Benny Carter and others — her sultry ballad singing became the toast of TV while more exciting and deserving black singers struggled in obscurity. 9:30 and 11 pm, Venetian Room, Fairmont Hotel, 950 Mason. 772-5163. (Also Sat/13 and Sun/14.)

Eddie Duran Quartet: A Bay Area jazz guitarist of long-standing and elegant touch, Duran coaxes subtle and swinging figures from the six strings; with recent work on Concord Jazz records, he is beginning to earn praise commensurate to his talents. 10 pm, Pearl's, 649 Jackson. 397-0554.

East Bay

Kool and the Gang: On the music scene since the 1960s, Kool and the Gang hit successive peaks in the mid- to late-1970s and early 1980s with such funky, horn-driven hits as "Hollywood Swinging," "Jungle Boogie" and "Celebration" and the pop ballad "Joanna." 8 pm, Concord Pavilion, 2000 Kirker Pass, Concord. 676-8742.

George Benson: Once among the most promising of jazz guitarists, Benson discovered he could sing ("On Broadway" and "This Masquerade") and his instrumental work has taken on an equally easy listening pop superficiality — a Nat King Cole for the '70s and '80s? 8 pm, Greek Theatre, UC Berkeley, Berk. 893-2277.

Hot Links: One of the Bay Area's hardest-working R&B bands, Hot Links serves up steaming sounds from New Orleans. 9:15 pm, Old Warehouse Cabaret, 577 18th St., Oakl. 268-0592.

Hearts on Fire: This honky-tonking country and western band scored a novelty hit with the astronaut-tribute song, "Ride Sally Ride," but is best at cover versions of Don Gibson, Elvis Presley and Rodney Crowell tunes. 9:30 pm, Town House, 5862 Doyle, Emeryville. 652-5336.

Zydeco Express: Firing up his steaming zydeco band, former Queen Ida sidekick Al Rapone headlines a dance-party night of Louisiana two-step and waltz-music. 9:30 pm, Ashkenaz, 1317 San Pablo, Berk. 525-5054.

Mitch Woods and His Rocket 88's: Pounding keyboardist Woods, ably abetted by honking saxman John Firman, revives the sound of the late '40s/'50s American rhythm and blues. 9:30 pm, Larry Blake's, 2367 Telegraph, Berk. 848-0886.

SATURDAY/13

San Francisco

Chick Corea and Tashi: Jazz pianist Corea joins forces with chamber music group Tashi for a performance of his five-movement piece "Septet" and other compositions. 8:30 pm, St. Mary's Cathedral, Gough and Geary. 893-2277.

Mark Levine Quintet: Jammy-award-winning valve trombonist Levine, who has a recent LP on Concord Records, *Concepts*, leads a straight-ahead jazz group through bebop and modern changes with his strong, fluid horn. 8:15 pm, Noe Valley Ministry, 1021 Sanchez. 282-2317.

Nick Gravenites: The blues-rock foundation of the '60s "San Francisco Sound" is clung to by Gravenites, veteran of the Butterfield/Bloomfield axis and the Electric Flag. 9:30 pm, The Saloon, 1232 Grant. 989-7666.

Conjunto Cespedes: Led by Guillermo Cespedes, this Bay Area-based group specializes in highly danceable Afro-Cuban *son* music; Voz do Samba also performs. 8 pm, Bimbo's, 1025 Columbus. 641-4013.

East Bay

Chicago: Veterans of the late-'60s fashion of grafting jazzy horn sections onto bluesy rock bands, Chicago has survived personnel shifts and deaths with saccharine popular ballads — now it features the Bay Area favorite ex-"Son," Bill Champlin. 8 pm, Greek Theatre, UC Berkeley, Berk. 893-2277.

Kerrigan Black: Vocalist/keyboardist Black, backed by a drummer and saxophonist, plays both up-tempo dance music and quieter, more reflective songs from his new cassette album, *Two Sides*. 8:30 pm, La Pena, 3105 Shattuck, Berk. 849-2568.

Maxine Howard: For raw intensity, plus gut-level feminism, few blues singers can match the underrated Oakland vocalist. 9:15 pm, Old Warehouse Cabaret, 577 18th St., Oakl. 268-1592.

The Rat Band: Led by guitarist Tim Kaihatsu, Larry Blake's house band plays high-energy rhythm and blues. 9:30 pm, Larry Blake's, 2367 Telegraph, Berk. 848-0886. (Also Thurs/18.)

Zasu Pitts Memorial Orchestra: This large (four horns, three female vocalists, three dancers, plus the usual instrumentation), fun-loving assemblage adeptly revives the classic '60s soul sounds of Motown, Stax/Volt and Atlantic. 9:30 pm, Ashkenaz, 1317 San Pablo, Berk. 525-5054.

SUNDAY/14

San Francisco

Wilson Pickett and Sam & Dave: Two of the top Southern soul acts from the '60s continue to pour out gritty, gut-wrenching vocals and intoxicatingly danceable rhythms — expect generous portions of classic tunes such as "In The Midnight Hour," "Funky Broadway," "Land of 1,000 Dances" (Pickett), "Soul Man," "Hold On! I'm Coming" and "I Thank You" (Sam & Dave). 9:15 pm, The Stone, 412 Broadway. 391-8282.

Toshiko Akiyoshi Jazz Orchestra: Hinging on the composing, arranging and bandleading talents of Akiyoshi (and only slightly on her fine piano playing), the most dynamic and creative jazz orchestra extant features the sterling tenor sax and flute talents of her husband Lew Tabackin. 7:30 and 10 pm, Bimbo's 365 Club, 1025 Columbus. 441-6484.

La Bottine Souriante: A five-member group from the Lanaudier region of Quebec, La Bottine Souriante performs traditional French-Canadian songs and dance music. 7:30 pm, Plowshares, Fort Mason, Building C, room 300, Laguna and Marina. 441-8910.

Menudo: This million-selling Puerto Rican bubblegum vocal band rotates its members as their teenage voices change — and it continues to attract hordes of hysterical preteens and adolescents without any mainstream radio crossover. 2:30 pm, Cow Palace, Geneva and Santos. 893-2277.

Bishop Norman Williams: The freewheeling bebop saxophonist plays Bird-inspired and beyond. 9 pm, Bajone's, 1062 Valencia. 282-2522.

MONDAY/15

San Francisco

Bill Monroe and the Bluegrass Boys: Recognized as "the father of bluegrass music," Kentucky native son Monroe is also the revered master influence on the Bay Area's flourishing new acoustic music scene, and his silver-toned mandolin still sparkles with unparalleled skill and style. 8 pm, Great American Music Hall, 859 O'Farrell. 885-0750.

TUESDAY/16

San Francisco

Jose Feliciano: Best known for his flamenco guitar-flavored and passionately sung versions of "Light My Fire" and "Hi Heel Sneakers" and his theme for TV's *Chico and the Man*, the blind Puerto Rican performer sung one of the great versions of the "Star Spangled Banner" at the 1968 World Series. 9:30 and 11:30 pm, Venetian Room, Fairmont Hotel, 950 Mason. 772-5163. (Through Sun/21.)

East Bay

Pete Escovedo and Ray Obiedo: Escovedo, the king of Bay Area Latin jazz and percussion, joins guitarist Obiedo — of Kick and Rhythmus 21 — for an exploration of their common ground of jazz, funk, R&B and Latin music. 9:30 pm, Larry Blake's, 2367 Telegraph, Berk. 848-0886.

WEDNESDAY/17

San Francisco

Larry Vukovich and Paul Breslin: One of the Bay Area's finest pianists, Palo Alto Records artist Vukovich subtly weaves the Balkan folk melodies of his heritage into bebop and blues with consummate taste; here he plays duets with Breslin. 10 pm, Pearl's, 649 Jackson. 397-0554. (Also Thurs/18.)

Jessica Williams: A strong, versatile jazz pianist with excellent LPs under her own name, Williams appears in a solo performance that will expose the many facets — blues, bop, free jazz — of her playing. 9 pm, Bajone's, 1062 Valencia. 282-2522.

Ron Thompson and the Resistors: Guitarist Thompson and combo play sizzling R&B and rockabilly; he's best known for his slide-guitar work. 9 pm, Last Day Saloon, 406 Clement. 387-6343.

East Bay

Hank Williams Jr.: All his rowdy friends may have settled down, but the son of the great wild spirit of country music cuts very few compromises with mainstream Nashville tastes and comes up with some of the hardest drinking, hardest living roadhouse honky tonk music — sometimes. 8 pm, Concord Pavilion, 2000 Kirker Pass, Concord. 676-8742.

Mechelle La Chaux, Deborah Asante and Glenn Pearson: In their "Blue Jazz Cabaret," La Chaux and Asante sing and act out, with musical assistance from Glenn Pearson, the history of black women singers — and a subtext about the role of black women in general — from Bessie to Billie. 9:30 pm, Erle's Solano Club, 1403 Solano, Albany. 524-9314.

THURSDAY/18

San Francisco

Kenny G.: Riding out of the Northwest with the bombastic fusion of Jeff Lorber, saxophonist G. has recorded two of his own heavy jazz-rock albums but it gets harder and harder to care: gee. 9 pm, Wolfgang's, 901 Columbus. 441-4333.

Defectors: On its new LP *Defectors* (Zerbino's Records), the SF quartet imparts such thoughts as "I'm planning my vacation around the falling of the nation" and "KGB and GOP, Just friendly people doing friendly things" in tight new wave synth-and-guitar rock that owes its eclecticism and perhaps its overreaching to Bowie (and all his sources). 9:15 pm, The Stone, 412 Broadway. 391-8282.

Queen Ida and the Bon Temps Zydeco Band: Steamy zydeco and smoldering rhythm and blues are cooked up by the Bay Area's own queen of the cajun accordion. 9 pm, Last Day Saloon, 406 Clement. 387-6343.

East Bay

Dee Bell and Al Plank: Her album on Concord Jazz earned Bell sudden attention for her graceful treatments of jazz standards and especially ballads; she is accompanied by pianist Al Plank. 9 pm, New Orleans Bar & Grill, 2088 Mountain, Oakl. 339-9151.

Kick with Ray Obiedo: Keeping his axe in more than one fire, sizzling Bay Area guitarist Obiedo slips out of his most recent R&B/pop venture (Rhythmus 21) to return to his longstanding jazz fusion band Kick: it jumps, swings and kicks. 9:30 pm, Erle's Solano Club, 1403 Solano, Albany. 524-9314.

The Khevan/Waahid/Cobb Complex: This new music combo, featuring Khevan Lennon-Oraje on woodwinds, Robert Cobb III on guitar, Abdul Waahid on percussion and special guest David Edwards on bass, plays a variety of musics ranging from jazz-rock to reggae. 9:30 pm, Caribee Dance Center, 2424 Webster, Oakl. 835-4006.

— Bruce Dancis and Derk Richardson

WIN A FREE PAIR OF TICKETS TO BILL MURRAY'S NEW MOVIE
THE RAZOR'S EDGE



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The first 50 self-addressed stamped envelopes to arrive at Columbia Publicity, 595 Market St., Suite 2760, S.F. 94105 will receive a ticket admitting two people to an advance preview screening on Thursday, Oct. 18, 8 p.m. at the Northpoint Theatre, 2290 Powell, S.F.

THEATER

IN PREVIEW

'Geniuses': The Magic Theatre opens its fall season with Jonathan Reynolds' comedy, a parody of Hollywood moviemak-

ing. The plot involves director Milo McGee McGarr, who films a script called "Parabola of Death" on location in the Philippines. Albert Takazauckas directs. Previews **Wed/17, Thurs/18, Fri/19** and **Sat/20** at 8:30 pm. **Opens Wed/24** at 8:30 pm. Plays Tues.–Sat. at 8:30 pm and Sun. at 7:30 pm; matinees Nov. 4, 11, 18 and 25 at 2 pm. **Through Dec. 2.** Magic Theatre, Fort Mason, Building D, Laguna and Marina, SF. $10 weeknights; $12 Fri. and Sat.; $8.50 matinees and previews. 441-8822.

OPENING

'December' and **'Ecrier':** Bob Ernst opens the recently renovated Blake Street Hawkeye Studio with two new performance pieces. *December*, written by Matt Goulish, depicts an encounter between a "drunken, angry and vulnerable" man and a "silent, well-dressed gentleman." *Ecrier*, by Jed Speare and Bob Ernst, uses dance forms to evoke the pain of mental illness. **Opens Fri/12** at 8:30 pm. Plays Fri. and Sat. at 8:30 pm **through Oct. 27th**. 2019 Blake, Berk. $7. 849-3013.

'Sylvia Plath — A Dramatic Portrait': Playwright Barry Kyle uses three actresses to portray different aspects of poet Sylvia Plath's personality. Robert Willden directs. **Opens Fri/12** at 8 pm. Plays Fri.–Sun. at 8 pm **through Oct. 28**. Studio Eremos, Project Artaud, 17th St. and Alabama, SF. $5. 641-0480.

'Shirley MacLaine': Recent Academy Awardwinner MacLaine stars in this music/dance production with music by Marvin Hamlisch and Christopher Adler. Music direction by Jack French and staging/choreography by Alan Johnson. **Opens Tues/16** at 8 pm and plays Tues.–Thurs. at 8 pm and Fri.–Sat. at 8:30 pm with matinees Wed. and Sat. at 2:30 pm and Sun. at 3 pm. **Through Nov. 14.** Orpheum Theatre, 1192 Market, SF. $15–$32. 775-8800.

'Mansamente' and **'Pas de Deux':** Brazilian puppeteers Grupo Contadores de Estorias bring adult puppet theater to the Bay Area, with puppets that move to Brazilian music — there's no spoken word. *Mansamente* was seen in San Francisco in 1982; it depicts the daily life of Brazilian peasants. *Pas de Deux* shows the urban side of Brazilian life. **Opens Thurs/18** at 8:30 pm. Plays Thurs.–Sun. at 8:30 pm **through Nov. 4**. Intersection, 756 Union (at Powell), SF. $7–$8. 982-2356.

'Left-Overs': Subtitled *The Ups and Downs of A Compulsive Eater*, this play examines women and weight in America. Conceived, written and performed by Marcia Kimmell, Deah Schwartz and Anne Wilford. **Opens Fri/19** at 8:30 pm. Plays Fri. at 8:30 pm and Sat. at 7 and 9 pm. **Through Dec. 29.** First Unitarian Church, Macondray Hall Theater, 1187 Franklin (at Gough), SF. $10. 552-1653.

ONGOING

'A Touch of the Poet': The Berkeley Rep. stages Eugene O'Neill's last play, which deals with another of his hard-drinking washed-up Irishmen living on past glories. Steve Schachter directs. Plays Tues.–Sat. at 8 pm and Sun. at 2 and 7 pm. **Through Oct. 21.** 2025 Addison, Berk. $11–$14.50. 845-4700.

'The American': A reform-minded politician is confronted with a choice between conscience and political expediency in this play based on the story of John Peter Altgeld, governor of Illinois from 1892 to 1896. David Parr directs the Julian Theatre. Plays Wed.–Sun. at 8 pm **through Oct. 27.** Julian Theater, 953 DeHaro, SF. $6–$8. 647-8098.

'Little Shop of Horrors': Seymour, a flower shop clerk, discovers that one of the plants not only talks to him but also demands a diet of fresh blood. The normally shy and retiring Seymour sets out to fulfill the plant's needs in a musical based on Roger Corman's science fiction cult movie. Ken Ward stars, along with Eydie Alyson and Alfred Dennis. Plays Tues.–Fri. at 8 pm, Sat. at 7 and 10 pm and Sun. at 3 and 7 pm. **Through Oct. 28.** Warfield Theater, 6th St. and Market, SF. $13.50–$22.50. 893-2277.

'Patience': The Lamplighters delve into their Gilbert and Sullivan repertoire with satire on the lives and times of Oscar Wilde and James McNeil Whistler. Orva Hoskinson directs and stars, alternately with Rick Williams, in the role of Reginald Bunthorne. Gilbert Russak conducts the Lamplighters Orchestra. Plays Fri. and Sat. at 8:30 pm with 2:30 pm Sun. matinees on Oct. 14 and 28. **Through Oct. 28.** $10–$12. 752-7755.

'Play' and **'Piccolo Pete':** The Front Row Theater Company produces two "environmental theater" pieces. Robert Locke's *Play*, in which he attempts to rouse the audience out of its complacency, depicts innocent, confused people in a chaotic world over which they have no control. Mark London Williams' *Piccolo Pete* reminds the audience, through horror and laughter, that all is not well in the world. Plays Thurs.–Sat. at 8:30 pm and Sun. at 7:30 pm. **Through Oct. 28.** The Next Stage, 3844 Mission, SF. $7. 843-9717.

'Actors': Ed Ivory and Stan Grabowski star as two actors who discuss the meaning of their profession in this One Act Theatre Company production written by Conrad Bromberg and directed by Anita Merzell. Plays Tues. and Wed., noon–1 pm. **Through Oct. 31.** $4.50. 421-6162.

'Jane and the Family Jewels': Comedienne Jane Dornacker, who appeared in *The Right Stuff* and shows up often at progressive fundraising events and comedy clubs around the Bay Area, presents a play with video, music and comedy. The work examines the relationship between the sexes — battle or tea party? Plays Wed.–Sat. at 9 pm with additional 11 pm shows Fri. and Sat. **Through Oct. 31.** Valencia Rose Cafe, 766 Valencia, SF. $5. 863-3863.

'Once Is Never Enough': The Asian American Theater Company, still going strong despite problems finding a permanent location, produces a play by R.A. Shiomi, Lane Nishikawa and Marc Hayashi. Sam Shikaze, the detective from the company's 1982 play *Yellow Fever*, returns to unravel another mystery. Hayashi directs. Plays Thurs.–Sat. at 8 pm and Sun. at 3 and 7 pm. **Through Nov. 2.** People's Theater Coalition, Building-B, Fort Mason, Laguna and Marina, SF. $8.50–$9.50. 566-1605.

'Gaslight': The Berkeley Players perform Patrick Hamilton's 19th century suspense drama. Plays Fri. and Sat. at 8 pm **through Nov. 3**. Berkeley Playhouse, 1222 University (at Bonar), Berk. $7; $5 students and seniors; $3 low income and under 18. 845-4039.

'Generations': Two one-acts are included in this bill. *Thymus Vulgaris*, directed by Andrea Gordon and written by Landford Wilson, features a mother and daughter who live in a California trailer park. *Cabin 12*, by John Bishop, examines a father and son who must deal with an accidental death in the family. Richard Howes directs. Produced by the One Act Theater Company. Plays Thurs.–Sat. at 8 pm and Sun. at 3 and 7:30 pm. **Through Nov. 3.** 430 Mason, SF. $7.50–$10.50. 421-6162.

'Talking With . . .': Eleven women — including a snake handler, a baton twirler, a housewife, and a woman about to give birth to an abnormal child — give monologues in Jane Martin's play, directed by Barbara Daoust. Plays Thurs.–Sat. at 8:30 pm **through Nov. 3**. Nova Theatre, 347 Dolores, SF. $7; $5 students and seniors. 864-0235.

'Sister Mary Ignatius Explains It All for You' and **'The Actor's Nightmare':** A comic satire on Catholic education, *Sister Mary* features actress Cloris Leachman as a sanctimonious nun whose twisted catechism traumatizes her pupils. In *The Actor's Nightmare*, an average joe who is mistaken for a star's understudy, must fudge his way through scenes of Coward, Shakespeare and Beckett. Both plays are written by Christopher Durang and directed by Jerry Zaks. Peggy Cass takes over the role Oct. 16. Plays Tues.–Sat. at 8 pm and Sun. at 7 pm with matinees Sat. and Sun. at 2:30 pm. **Through Nov. 4.** Marines' Memorial Theatre, 609 Sutter, SF. $15-$21. 771-6900.

'After Dark': This music/dance revue, created by Christer Lindarw, started in a Swedish nightclub in 1976 and it's been playing in Europe ever since with the original cast of eight men and one woman. Unusual costumes, lighting and choreography highlight the performance, based on Broadway musicals and spoofs of famous people. Jan Bjornstad directs with choreography by Edward Love. Plays Tues.–Sat. at 8:30 pm and Sat. at 10:30 pm. **Through Nov. 14.** Alcazar Theater, 650 Geary, SF. $15.50–$17.50. 775-7100.

'Beach Blanket Babylon Goes to the Stars and The Prom': Extravagant hats and silly songs are the outstanding features of this very-long-running musical cabaret. Changes in character, song and title revive the show every few months. Plays Wed.-Sat. at 8 pm, Fri. and Sat. at 10:30 pm and Sun. at 3 and 7:30 pm. **Open-ended.** Club Fugazi, 678 Green, SF. $11–$15. 421-4222.

'Dance Between the Lines': Ann Marie Garvin's play focuses on the jobs dancers take, from the unemployment line to the chorus line. Plays Thurs.-Sun. at 8 pm. **Open-ended.** Music Hall Theater, 931 Larkin, SF. $10.50; $15.50–$23.50 w/dinner (6:30-8:30 pm). 776-8996.

'K-RA-ZY For Gershwin': John Lusk, Wayne Harrell and BethAnne McGuire star in this cabaret-style revue of Gershwin songs. Plays Thurs.–Sat. at 8:30 pm. **Open-ended.** 1177 Club, 1177 California, SF. $10. 776-2101.

'Side By Side By Sondheim': The music of Stephen Sondheim, noted Broadway musical composer, is the focus of this cabaret revue. Plays Tues.–Sun. at 7:30 pm and Fri. and Sat. at 10 pm. **Open-ended.** Plush Room, 940 Sutter, SF. $10.50-$12.50. Two drink minimum, no minors. 885-6800.

CLOSING

'Dublin's Seven Mortal Sins': Actor John Molloy's new one-man show is based on episodes in the lives of Oscar Wilde, George Bernard Shaw, John Synge, W.B. Yeats, Sean O'Casey, James Joyce and Samuel Beckett — all Irish writers whose books were either banned or caused riots. Plays Mon., Tues., Wed. and Fri. at 8 pm **through Oct. 12**. Ireland's 32, 3920 Geary, SF. $5. 333-9053.

'Runaways': The New Conservatory Children's Theatre Company revives its production of Elizabeth Swados's musical, featuring a 12-member youth cast. The play touches on important themes for city kids: drugs, suicide, prostitution, child abuse and survival. Plays Fri. and Sat. at 8 pm and Sun. at 3 pm. **Through Oct. 13.** Macondray Theatre, Unitarian Center, 1187 Franklin, SF. $5. 441-0564.

SHORT RUNS

'As You Like It': Shakespeare's comedy, in which exiled princes are entertained by clowns and lovers, is produced by the New Shakespeare Company and performed in Golden Gate Park. **Sat/13** and **Sun/14** at 2 pm, Golden Gate Park, near Flower Conservatory, Kennedy Drive, SF. Free. 668-7633.

'Camino Real': Hope Alexander-Willis of the Berkeley Rep and A.C.T. directs Tennessee Williams' drama at Mills College. **Thurs/11, Fri/12, Sat/13** and **Sun/14** at 8 pm. Lisser Theatre, Mills College, 5000 MacArthur, Oakl. $3.50; $2 students and seniors. 430-3308.

'I Think I Should Rest Awhile — Conversations with Black Household Workers': The Narratives Performing Company's collaborative theater effort consists of first person narratives by black women household workers in New York City; much is based on Robert Hamburger's book *A Stranger in the House*. **Sun/14,** La Pena Cultural Center, 3105 Shattuck, Berk. $6. 849-2568.

'Handy Dandy, a comedy but': Actors Peter Donat and Joy Carlin conduct a reading of a new play by William Gibson, author of *The Miracle Worker*. The drama examines the relationship between a 72-year-old nun and the judge who sentences her to jail for protesting at a nuclear weapons plant. Proceeds benefit the Northern California Bilateral Nuclear Weapons Freeze. **Sun/14**, 7 pm, A.C.T. Theater, 450 Geary, SF. Donation. 621-0858.

'A Traveling Jewish Theatre': The Intersection's current artists-in-residence show their new and as-yet-untitled work-in-progress. **Fri/12, Sat/13** and **Sun/14** at 8:30 pm. Intersection, 756 Union, SF. $5. 397-6061.

'Sweet Will': Spanish author William Ayesa is on hand to present a staged reading of his new play about William Shakespeare. The drama portrays Shakespeare caught up in court intrigue, dealing with production problems and stuck in a dilemma between inspiration and temptation. Keith Elicker directs. Sponsored by the Playwrights' Center. **Tues/16,** 7:30 pm, Fort Mason, Building C, room 300, SF. $2. 775-8375.

'The Atomic Dog Catcher': The Black Repertory Group stages Beverly Smith's one-person show, starring Steven Ronald Dawson. **Sun/14** and **Sun/28** at 8:30 pm. 1719 Alcatraz, Berk. $1. 652-4017.

— Mary Ann Cobb

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–Bruce Williamson, Playboy

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–Peter Travers, People

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–Chris Hodenfield, Rolling Stone



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FRIDAY OCT. 12

SAN FRANCISCO

Dead Kennedys — Market Street Cinema (552-6688), Market between 6th & 7th.
Gil Scott-Heron — Wolfgang's (474-2995), 901 Columbus.
Greed Inc./Willie & the Wet Suits — Sound of Music (885-9616), 162 Turk.
Elvin Bishop Band/Back Up & Push — Last Day Saloon (387-6343), 406 Clement.
Jamco — Bajone's (282-2522), 1062 Valencia.
Grass Menagerie — Paul's Saloon (922-2456), 3251 Scott.
Dyketones — Valencia Rose (863-3863), 766 Valencia.
Hoodoo Rhythm Devils — Golden Grommet (564-6627), 834 Irving.
Phil Serrano's Golden Rocket — Off Union Saloon (928-1661), 2513 Van Ness.
Sir Roland Hanna & Frank Tusa — Kimball's (861-5555), 300 Grove.
Romeo Void — Kabuki Nightclub (362-0261), 1881 Post.
John Goodman Quartet — Pasand Lounge (922-4498), 1875 Union.
Stray Heart/Elan — Chi Chi Theatre Club (392-6213), 440 Broadway.
Jon Davis Quintet — Jimmie's (982-2375), 202 Townsend.
Defectors — Graffiti (285-7911), 853 Valencia.
Blues Survivors — The Saloon (989-7666), 1232 Grant.
The Stickband — The Q.T. (885-1114), 1312 Polk.
Eddie Duran Quartet — Pearl's (397-0554), 649 Jackson.
Blue Flame String Band w/Danny Poullard — Millberry Cafe (666-2571), 500 Parnassus.
Stephanie & the Sophisticates — Hart's Cafe (788-6543), 230 California.

EAST BAY

Kool & the Gang — Concord Pavilion (676-8742), 2000 Kirker Pass, Concord.
Hot Links — The Old Warehouse Cabaret (268-0592), 577 18th St., Oakl.
George Benson — Greek Theatre (893-2277), UC Berkeley, Berk.
Hearts On Fire — Town House (652-5336), 5862 Doyle, Emeryville.
Mitch Woods & His Rocket 88's — Larry Blake's (848-0886), 2367 Telegraph, Berk.
Zydeco Express — Ashkenaz (525-5054), 1317 San Pablo, Berk.
Tira Gosto — Erle's Solano Club (524-9314), 1403 Solano, Albany.
Eddie Moore Quartet w/Mike White — Koncepts Gallery (451-9072), 2267 Telegraph, Oakl.
Steve One & the Shades — Lucky Lion (530-7260), 4100 Redwood Rd., Oakl.
Dick Whittington, Vince Lateano & Rob Fisher — New Orleans Bar & Grill (339-9151), 2088 Mountain, Oakl.
Caribbean Nights — Caribee Dance Center (835-4006), 2424 Webster, Oakl.

SATURDAY OCT. 13

SAN FRANCISCO

Wall of Voo Doo/Hoo Doo Gurus/ Monkey Rhythm — The Stone (391-8282), 412 Broadway.
Boy Trouble/Burning Witches/ Morally Bankrupt — Sound of Music (885-9616), 162 Turk.
Stu Blank & His Nasty Habits — Last Day Saloon (387-6343), 406 Clement.
Jamco — Bajone's (282-2522), 1062 Valencia.
Chick Corea & Tashi — St. Mary's Cathedral (893-2277), Geary and Gough.
Bluegrass One — Paul's Saloon (922-2456), 3251 Scott.
Dyketones — Valencia Rose (863-3863), 766 Valencia.
Curtis Lawson — Golden Grommet (564-6627), 834 Irving.
D.C. Miner & Blues On The Move — Off Union Saloon (928-1661), 2513 Van Ness.
Sir Roland Hanna & Frank Tusa — Kimball's (861-5555), 300 Grove.
John Goodman Quartet — Pasand Lounge (922-4498), 1875 Union.
Royal Palm Orchestra/World VI/Sun Bear — Chi Chi Theatre Club (392-6213), 440 Broadway.
Jon Davis Quintet — Jimmie's (982-2375), 202 Townsend.
Mark Levine Quintet — Noe Valley Ministry (282-2317), 1021 Sanchez.
Times Beach — Graffiti (285-7911), 853 Valencia.
Nick Gravenites — The Saloon (989-7666), 1232 Grant.
Conjunto Cespedes — Bimbo's 365 Club (474-0365), 1025 Columbus.
Gwyn Majors & Her New All-Star Band — The Q.T. (885-1114), 1312 Polk.
Eddie Duran Quartet — Pearl's (397-0554), 649 Jackson.

EAST BAY

Maxine Howard — The Old Warehouse Cabaret (268-0592), 577 18th St., Oakl.
Chicago — Greek Theatre (893-2277), UC Berkeley, Berk.
Beaux Creole — Town House (652-5336), 5862 Doyle, Emeryville.
Kerrigan Black — La Pena (849-2568), 3105 Shattuck, Berk.
Rat Band — Larry Blake's (848-0886), 2367 Telegraph, Berk.
Zasu Pitts Memorial Orchestra — Ashkenaz (525-5054), 1317 San Pablo, Berk.
Immigrants/Steve Carter — Erle's Solano Club (524-9314), 1403 Solano, Albany.
Mississippi Johnny Waters — Freight & Salvage (548-1761), 1827 San Pablo, Berk.
Eddie Moore Quartet w/Mike White — Koncepts Gallery (451-9072), 2267 Telegraph, Oakl.
Excaliber — Lucky Lion (530-7260), 4100 Redwood Rd., Oakl.
Chris Caswell & Danny Carnahan/ Patrick Ball & Kevin Carr/Maureen Brennan & Ciel Tarmam — Julie's Place (841-4824), 1606 Bonita, Berk.

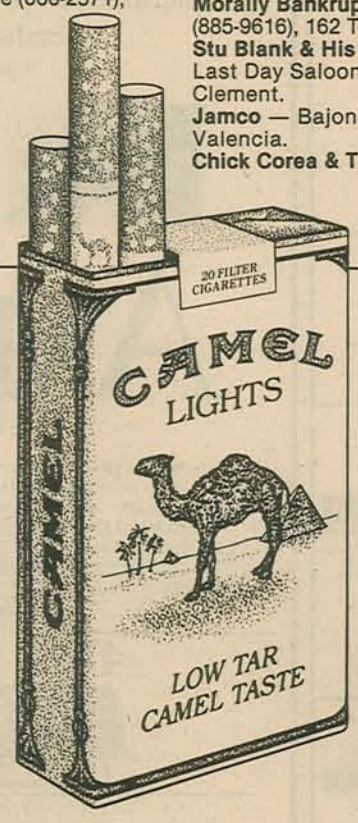
SUNDAY OCT. 14

SAN FRANCISCO

Wilson Pickett/Sam & Dave — The Stone (391-8282), 412 Broadway.
La Bottine Souriante — Plowshares (441-8910), Fort Mason Bldg. C, Marina and Buchanan.
John Belushi Memorial Blues Band — Last Day Saloon (387-6343), 406 Clement.
Pride & Joy — Great American Music Hall (885-0750), 859 O'Farrell.
Bishop Norman Williams — Bajone's (282-2522), 1062 Valencia.
Lone Star — Paul's Saloon (922-2456), 3251 Scott.
Jazzmin — Golden Grommet (564-6627), 834 Irving.
John Dilao & Gentle Breeze Band — Off Union Saloon (928-1661), 2513 Van Ness.
John Goodman Quartet — Pasand Lounge (922-4498), 1875 Union.
Menudo — Cow Palace (893-2277), Geneva and Santos, Daly City.
Special Fun — El Rio (282-3325), 3158 Mission.
Glorious Din/Paranoid Blue — Graffiti (285-7911), 853 Valencia.
Johnny Nitro & the Doorslammers — The Saloon (989-7666), 1232 Grant.
Toshiko Akiyoshi Jazz Orchestra w/Lew Tabackin — Bimbo's 365 Club (893-2277), 1025 Columbus.

EAST BAY

George Whitsell — Town House (652-5336), 5862 Doyle, Emeryville.
Freddie Roulette — Larry Blake's (848-0886), 2367 Telegraph, Berk.
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Shakes — Lucky Lion (530-7260), 4100 Redwood Rd., Oakl.

MONDAY OCT. 15

SAN FRANCISCO

Bill Monroe & the Bluegrass Boys — Great American Music Hall (885-0750), 859 O'Farrell.
Noel Jewkes 7eptet — Bajone's (282-2522), 1062 Valencia.
Love Tractor — I-Beam (668-6006), 1748 Haight.
Hear And Now — Golden Grommet (564-6627), 834 Irving.
Bobbe Norris & Larry Dunlap Trio — Kimball's (861-5555), 300 Grove.
Lisa Kindred, Geno Skaggs & Friends — The Saloon (989-7666), 1232 Grant.
Reginald McDonald — Sutter's Mill (788-8377), 77 Battery.

EAST BAY

Billy & the Boppers — Town House (652-5336), 5862 Doyle, Emeryville.
Harvey Wainappel, Paul Nagel, Rob Fisher & Willard Dyson — Erle's Solano Club (524-9314), 1403 Solano, Albany.
Paul Lee — Yoshi's (652-9200), 6030 Claremont, Oakl.
X-It — Lucky Lion (530-7260), 4100 Redwood Rd., Oakl.

TUESDAY OCT. 16

SAN FRANCISCO

Slayer/Trouble/Scanner — The Stone (391-8282), 412 Broadway.
D.J. Lebowitz/John T/Wee Doggies/ Hkol — Sound of Music (885-9616), 162 Turk.
Billy & the Boppers — Last Day Saloon (387-6343), 406 Clement.
D.D. & T./Tony Williams, Eddie Moore, Benny Barth, Dick Gale,
Vince Lateano & Bob Bray — Bajone's (282-2522), 1062 Valencia.
Bluegrass One — Paul's Saloon (922-2456), 3251 Scott.
Sonny Rhodes & the Texas Twisters — Golden Grommet (564-6627), 834 Irving.
Jose Feliciano — Venetian Room, Fairmont Hotel (772-5163), 950 Mason.
Kevin Coffey & the Cremes/Red Sunglasses/Blue Stucco — Chi Chi Theatre Club (392-6213), 440 Broadway.
T.S. Steele — Graffiti (285-7911), 853 Valencia.
Blues On The Move — The Saloon (989-7666), 1232 Grant.

EAST BAY

Go For Broke — Town House (652-5336), 5862 Doyle, Emeryville.
Ecco Race — Berkeley Square (849-3374), 1333 University, Berk.
Ray Obiedo & Pete Escovedo — Larry Blake's (848-0886), 2367 Telegraph, Berk.
Curtis Ohlson Group — Erle's Solano Club (524-9314), 1403 Solano, Albany.
Andrei Kitaev Trio — Yoshi's (652-9200), 6030 Claremont, Oakl.
Steve One & the Shades — Lucky Lion (530-7260), 4100 Redwood Rd., Oakl.

WEDNESDAY OCT. 17

SAN FRANCISCO

Third Wave — The Stone (391-8282), 412 Broadway.
Dead Beat/Poisonous Fish/Not Now — Sound of Music (885-9616), 162 Turk.
Ron Thompson & the Resistors — Last Day Saloon (387-6343), 406 Clement.
Jessica Williams — Bajone's (282-2522), 1062 Valencia.
High Country — Paul's Saloon (922-2456), 3251 Scott.
Chris Cain Band — Golden Grommet (564-6627), 834 Irving.
David Rea — Off Union Saloon (928-1661), 2513 Van Ness.
Jose Feliciano — Venetian Room, Fairmont Hotel (772-5163), 950 Mason.
John Goodman Quartet — Pasand Lounge (922-4498), 1875 Union.
Keith Malaise/Child Support/The Children — Chi Chi Theatre Club (392-6213), 440 Broadway.
Virgin Release — Graffiti (285-7911), 853 Valencia.
Supernatural Band — The Saloon (989-7666), 1232 Grant.
Gwyn Majors & Her New All-Star Band — The Q.T. (885-1114), 1312 Polk.
Larry Vukovich & Paul Breslin — Pearl's (397-0554), 649 Jackson.

EAST BAY

Hank Williams Jr./Earl Thomas Conley — Concord Pavilion (676-8742), 2000 Kirker Pass, Concord.
Viva Brasil — The Old Warehouse Cabaret (268-0592), 577 18th St., Oakl.
Osage — Town House (652-5336), 5862 Doyle, Emeryville.
Roots Connection — Berkeley Square (849-3374), 1333 University, Berk.
Mile Hi All-Stars & Mississippi Johnny Waters — Larry Blake's (848-0886), 2367 Telegraph, Berk.
Mechelle La Chaux, Deborah Asante & Glenn Pearson — Erle's Solano Club (524-9314), 1403 Solano, Albany.
Carlos Barreda Jazz Ensemble — Yoshi's (652-9200), 6030 Claremont, Oakl.
Alameda All-Stars — Lucky Lion (530-7260), 4100 Redwood Rd., Oakl.

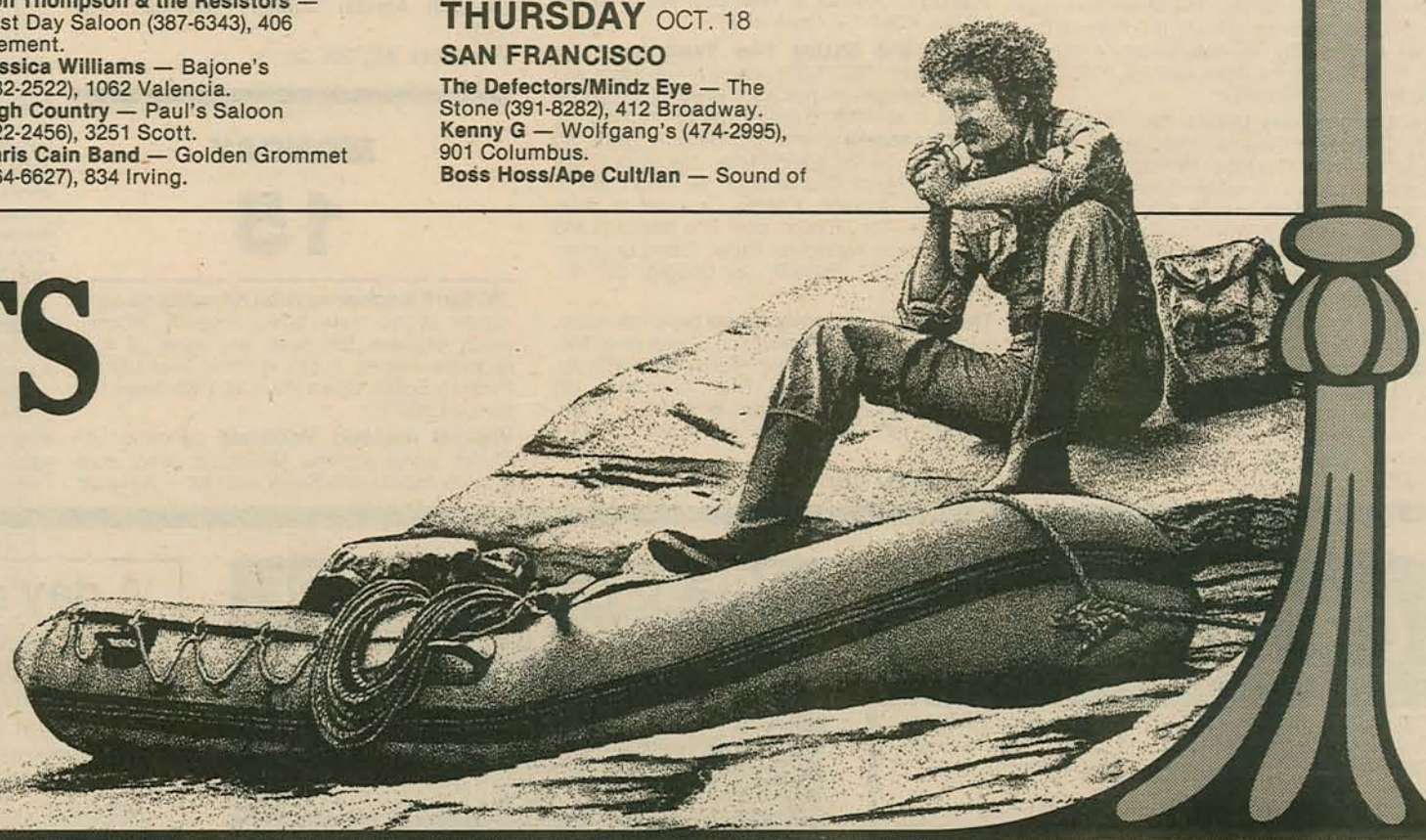
THURSDAY OCT. 18

SAN FRANCISCO

The Defectors/Mindz Eye — The Stone (391-8282), 412 Broadway.
Kenny G — Wolfgang's (474-2995), 901 Columbus.
Boss Hoss/Ape Cult/Ian — Sound of Music (885-9616), 162 Turk.
Queen Ida — Last Day Saloon (387-6343), 406 Clement.
Larry Dunlap & Bobbe Norris — Bajone's (282-2522), 1062 Valencia.
Grass Menagerie — Paul's Saloon (922-2456), 3251 Scott.
Jules Broussard — Golden Grommet (564-6627), 834 Irving.
Jose Feliciano — Venetian Room, Fairmont Hotel (772-5163), 950 Mason.
John Goodman Quartet — Pasand Lounge (922-4498), 1875 Union.
John Bryant & the Cool Rays/Secret Sons (of the Pope)/Periphery — Chi Chi Theatre Club (392-6213), 440 Broadway.
Grease Monkeys — Graffiti (285-7911), 853 Valencia.
Hot Links — The Saloon (989-7666), 1232 Grant.
Larry Vukovich & Paul Breslin — Pearl's (397-0554), 649 Jackson.

EAST BAY

David Monterey & the Breakers — Town House (652-5336), 5862 Doyle, Emeryville.
Rat Band — Larry Blake's (848-0886), 2367 Telegraph, Berk.
Special Fun — Ashkenaz (525-5054), 1317 San Pablo, Berk.
Kick — Erle's Solano Club (524-9314), 1403 Solano, Albany.
Cyderman's Fancy — Freight & Salvage (548-1761), 1827 San Pablo, Berk.
Kuumba Jazz Ensemble — Yoshi's (652-9200), 6030 Claremont, Oakl.
3D/Excaliber — Lucky Lion (530-7260), 4100 Redwood Rd., Oakl.
Dee Bell & Al Plank — New Orleans Bar & Grill (339-9151), 2088 Mountain, Oakl.



EIGHT DAYS

AN INFORMED, INCISIVE, OPINIONATED GUIDE TO CULTURAL,

The Guardian is happy to consider listing your event in our calendar. Notices must reach our offices by 1 pm on the Wednesday preceding publication. We regret we cannot accept listings over the phone. We welcome photographs for possible inclusion, but cannot be responsible for their return. Address your notices to Calendar, SF Bay Guardian, 2700 19th St., SF 94110.

FRIDAY 12

'Seventh Annual Culinary Carnival': Demonstrations by local chefs, wine and food tastings, cookware and cookbook signings are all part of this weekend-long exhibit. Opening night features Cajun cookery expert Paul Prudhomme, and chefs Jim Dodge, Adriana Giramonti, Joyce Jue, Loni Kuhn, Bradley Ogden and Jacky Robert prepare demonstration meals. Proceeds from the preview night benefit the Children's Garden. 6-9 pm, Concourse at Showplace Square, Eighth St. and Brannan, SF. $50 preview night; $8.50 other days. 420-9853. (Also Sat/13 and Sun/14, 10 am-5 pm.)

The Oakland Ballet presents two world premieres: a new untitled work by Santa Cruz choreographer Tandy Beal with music by Jon Scoville and *Tar Marmalade* by Val Caniparoli with music by Douglas Adams. Also on the program are artistic director Ronn Guidi's *El Salon Mexico*, set to Aaron Copland's music, and Ron Thiele's *Amis*. 8 pm, Paramount Theatre, 2025 Broadway, Oakl. $6-$18. 465-6400. (Also Sat/13.)

'Rembrandt's Amsterdam — Society and the Arts in the Golden Age': Humanities West holds a series of lectures, panel discussions and music recitals about Amsterdam in the 17th century. The opening program features Professor Simon Schama of Harvard lecturing on "The Great Town Hall of Amsterdam — Power, Wealth and Justice in Rembrandt's City." Soprano Judith Nelson and lute player Kent Underwood perform the songs of Constantijn Huygens; a reception follows the performance. 8 pm, Palace of the Legion of Honor, 34th Ave. and Clement, SF. $15. 387-8780.

James O'Connor, author of *The Accumulation Crisis* and professor of sociology and economics at UC Santa Cruz, discusses his neo-Marxist economic theories. Sponsored by the Bay Area Socialist School, Modern Times Bookstore and the Institute for Policy Studies. 8 pm, Modern Times Bookstore, 968 Valencia, SF. $2.50. 282-9246.

'Columbus Day Un-Celebration': If you feel a little uneasy about the standard Columbus Day celebration, this is for you. The American Indian Movement sponsors a talk about Columbus Day as an anniversary of colonialism. Proceeds benefit the movement. 8 pm, La Pena, 3105 Shattuck, Berk. $3. 849-2568.

'First Look': Kavery Dutta's film, narrated by Harry Belafonte, makes its West Coast premiere. The film offers a "first look" by North Americans at Cuban art, which is seldom seen here; it also documents a historic visit to San Francisco by two Cuban artists, Nelson Dominguez Cedeno and Eduardo Roca Salazar. Plus films by women from Colombia and Brazil, Les Blank's *Burden of Dreams* and Alberto Duran's *Los Aguarunas*. Sponsored by Imagenes. 8 pm, Theatre Artaud, 450 Florida, SF. $5-$10. 644-3342. (Also Sat/13.)

British comedian Jasper Carrott, whose TV show *Carrott's Lib* became Britain's highest-rated TV comedy program, makes his second Bay Area appearance. 8:30 and 11 pm, Great American Music Hall, 859 O'Farrell, SF. $8. 885-0750.

SATURDAY 13

'Artspaces '84': Pro Arts hosts a tour of artists' studios in the East Bay, aiming to make up for a lack of gallery space by bringing the public directly to the artist workplace. Viewers may either tour on their own — aided by a guidebook — or participate in guided tours, each of which focuses on a different theme, such as glasswork, printmaking, color photography or ceramic vessels. 11 am-6 pm. $3 self-guided; $15 tour. Call Pro Arts for tour and location information. 763-7880. (Also Sun/14.)

'Peace in the Hemisphere': Poet Allen Ginsberg, political satirist Paul Krassner and the Roque Dalton Cultural Brigade hold readings and talks to open the Canessa Park series "In The Shadow of the Pyramid." 3 pm, The Farm, 1499 Potrero, SF. $4 advance; $5 at door. 826-4290.



'Dance humanist' Liz Lerman presents a docudance entitled 'Nine Short Dances About the Defense Budget and Other Military Matters.' See Wed/17.

★ **Helms-Hunt North Carolina senatorial debate:** In one of the more important — and certainly the most expensive — senatorial elections this fall, incumbent Republican Senator Jesse Helms is being challenged by Democratic Governor James Hunt. This one-hour debate from Charlotte, North Carolina could be a crucial factor in what is viewed as a very close campaign between a reactionary and a moderate. 7 pm, KQEC-TV, Channel 32. 864-2000. (Also Tues/16, 10 pm, KQED-TV, Channel 9.)

'Sabra and Shatila Two Years Later': In September 1982, 3,000 people in the Sabra and Shatila refugee camps were killed by Phalangist militia in Israeli-occupied Lebanon. Among the groups, speakers and entertainers gathering together to commemorate the event are Berkeley Mayor Gus Newport, Barbara Lubin of Jews for Jackson, Osama Doumani of Arab Americans for Jackson, poet Tina Naccach and dance group Wallflower Order. 7 pm, Unitarian Church, 1187 Franklin (at Gough), SF. $3. 861-1552.

The Faultline comedy group performs satire, parody and music, making fun of everyone from Rod Serling to the Talking Heads. With Cathy Arcolio, Stephanie Feyne, Brian Lohmann, Jeff Nathanson, Gregory Proops and others. 8 pm, Co-lab, 1805 Divisadero (at Bush), SF. $5. 346-4063.

Jazz pianist Chick Corea performs in concert with the chamber music group Tashi. The program features *Septet*, a five-movement piece by Corea that was commissioned by the Philharmonic Chamber Music Society of Lincoln Center, and other original compositions by Corea and other composers. 8:30 pm, St. Mary's Cathedral, Gough and Geary, SF. $10.50 advance; $12.50 at door. 893-2277.

'Seventh Annual Culinary Carnival.' See Fri/12.

The Oakland Ballet. See Fri/12.

'First Look.' See Fri/12.

SUNDAY 14

Toshiko Akiyoshi Jazz Orchestra. 7:30 and 10 pm, Bimbo's 365 Club, 1025 Columbus, SF. $12. 441-6484. See "Critics' Choice," page 42.

★ **'Berkeley Asian American Autumn Festival':** The Berkeley Asian Youth Center seeks to increase awareness of Asian American culture and contributions with this festival. Food, arts and crafts and children's events are supplemented with music by Stellar, the Guapo Lee Jazz Ensemble, George Yoshida and Sentimental Journey and Brentless; plus dances by the Filipino American Collegiate Endeavor Dancers and Keo Sayarad. 11 am-5 pm, Martin Luther King Jr. Park, Martin Luther King Jr. Way and Allston, Berk. Free. 849-4898.

'I Think I Should Rest Awhile': New York-based Narratives Performing Company offers the only Bay Area performance of its stories of black female household workers who came up from the South to work in New York. 3 pm, La Pena, 3105 Shattuck, Berk. $6. 849-2568.

★ **Poet Lawrence Ferlinghetti** hosts a book party celebrating the publication of his new book, *Seven Days in Nicaragua Libre*. The book describes incidents and offers insights from the author's recent trip to Nicaragua, where he spoke with government leaders Daniel Ortega, Rosario Murillo, Father Miguel d'Escoto and others. Ferlinghetti offers a behind-the-scenes view of Nicaragua as a fledgling democracy struggling against U.S. policy. 4-6 pm, City Lights Bookstore, 261 Columbus, SF. Free. 362-8193.

★ **'Handy Dandy, a comedy but':** Actors Peter Donat and Joy Carlin conduct a reading of a new play by William Gibson, author of *The Miracle Worker*. The story traces a growing love affair between a 72-year-old nun and the judge who sentences her to prison for protesting the production of nuclear weapons. Proceeds benefit the Northern California Bilateral Nuclear Weapons Freeze. 7 pm, American Conservatory Theater, 450 Geary, SF. Donation. 621-0858.

'Seventh Annual Culinary Carnival.' See Fri/12.

'Artspaces '84'. See Sat/13.

MONDAY 15

★ **San Francisco novelist Alice Adams** signs copies of her new book, *Superior Women*, which explores the lives and loves of four Radcliffe women. 6 pm, A Clean Well-Lighted Place for Books, Opera Plaza, 601 Van Ness, SF. Free. 441-6670.

Vocalist Reginald McDonald performs with pianist Joyce Imbesi. McDonald, who most recently appeared in *Sweet and Hot — A Harold Arlen Songbook*, returns to the stage for his first solo appearance since last spring. 6 pm, Sutter's Mill, 77 Battery, SF. $5. 788-8377.

The San Francisco Contemporary Music Players celebrate their tenth anniversary and open a season of music concerts at the Museum of Modern Art, held in conjunction with current visual art exhibits. The opening program, which complements the Nathan Oliveira and the Western States Corcoran Biennial Exhibition, features Elliott Carter's *Triple Duo* and Arnold Schoenberg's *Pierrot Lunaire*; mezzo-soprano Miriam Abramowitsch is guest artist. 8 pm, Green Room, Veteran's Building, Van Ness and McAllister, SF. $8.50; $7 students. 893-2277.

'When A Poet Writes Prose': Poet Lynn Lonidier, author of *The Banana Lady* and *The Phantom of the Organ*, critiques the work of Robert Duncan and Susan Griffin and speaks about their influence on her own work. Lonidier describes her point of view as that of an "anarchafeminist." She looks at pornography, mysticism, writer isolation, genius, religion and philosophy in the literary realm. 8 pm, Intersection, 756 Union, SF. $3. 397-6061.

The San Francisco Symphony celebrates Johann Sebastian Bach's 300th birthday with a four-week Bach festival. Grace Cathedral organist John Fenstermaker opens the festivities with a lecture and performance of Bach's organ music. 8 pm, Davies Hall, Grove and Van Ness, SF. $5. 431-5400.

TUESDAY 16

'Long Day's Journey Into Night.' 7 and 9:30 pm, Red Victorian Movie House, 1659 Haight, SF. $3. 863-3994. See "Critics' Choice," page 42.

Shirley MacLaine. 8 pm, Golden Gate Theatre, 25 Taylor, SF. $15-$30. 775-8800. See "Critics' Choice," page 42.

★ **'Proof — Ten Photographers on Performance':** New Langton Arts opens a new photo exhibit spotlighting photo-documentation of performances from the past 20 years. The photographer's point of view, rather than the events themselves are emphasized in this show featuring work by Harry Shunk, Babette Mangolte, Paula Court, Shigeo Anzai, Marion Gray and others. Opening reception. 6-8 pm, New Langton Arts, 1246 Folsom, SF. Free. 626-5416. (Tues.-Sat., 11 am-5 pm. Through Nov. 17th.)

U.S. and U.K. detectives uncover crimes in a classic double bill of mystery movies: *Murder My Sweet*, with Dick Powell as Philip Marlowe in an adaptation of the Raymond Chandler book, and *The Saint Strikes Back*, starring George Sanders as the Saint, the popular British detective. 6:30 and 9:40 pm (*Saint*); 7:50 pm (*Murder*), Cedar Cinema, 38 Cedar Alley, SF. $4. 776-8300. (Also Wed/17 and Thurs/18.)

Filmmaker Calogero Salvo appears in person to screen two of his Latin American documentaries — *Juan Felix Sanchez* and *La Guajira*. *Sanchez* looks at a Venezuelan weaver and his companion, who've lived for more than 40 years in isolation in the mountains. *La Guajira* focuses on the indigenous peoples from the desert region of northern Colombia. 7 pm, Pacific Film Archive, 2625 Durant, Berk. $4.25. 642-1412.

★ **Author Nigey Lennon and cartoonist Bill Griffith,** (best known as the creator of Zippy the Pinhead), sign copies of their new collaboration, *Alfred Jarry: The Man With The Axe*. Jarry, who wrote the play *Ubu Roi*, had a sense of humor that matched the bizarre spirit of his works. He is the inventor of *Pataphysics*, the "science of imaginary solutions." 8 pm, Cody's Books, 2454 Telegraph, Berk. Free. 845-7852. (Also Wed/17, 7

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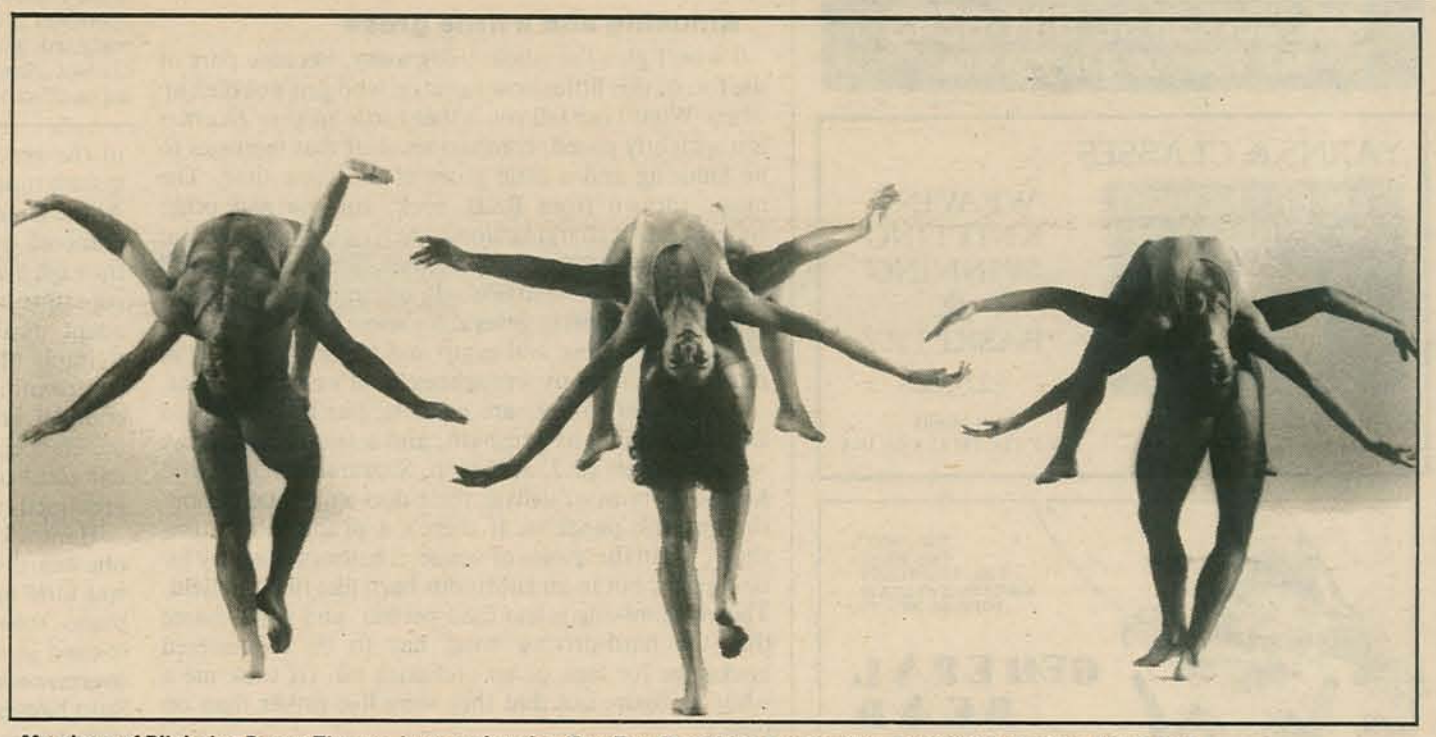
A WEEK

★ indicates general admission of $2 or less

ENTERTAINMENT AND INFORMATIVE EVENTS IN THE CENTRAL BAY AREA

pm, Great Expectations, 1475 Haight, SF.)

Helms-Hunt North Carolina senatorial debate. See Sat/13.



Members of Pilobolus Dance Theatre, here performing 'Day Two,' combine gymnastics, acrobatics, modern dance and ballet. See Wed/17.

WEDNESDAY 17

'Long Day's Journey Into Night.' 7 and 9:30 pm, Red Victorian Movie House, 1659 Haight, SF. $3. 863-3994. See "Critics' Choice," page 42.

'Face Value — The Politics of Beauty': UC Berkeley linguistics professor Robin Lakoff discusses beauty as a way that power has been allocated and denied to women. She considers how society's definition of beauty can be changed to make it less a source of competitiveness and despair. Sponsored by the Feminist Institute. 7:30 pm, Mudd Building, Pacific School of Religion, 1798 Scenic, Berk. $2.50. 526-5075.

★ **'Alternative Medical Practices — Do They Have a Place in Health Care?':** Dorothy Waddell, associate clinical professor of medicine at UC San Francisco and director of the Alternative Therapies Unit at SF General Hospital, speaks about the role of alternative health practices, including bodywork, visualization, acupuncture and biofeedback. 7:30-9 pm, Toland Hall, room 142, UC Hospital, 3rd Ave. and Parnassus, SF. Free. 666-2571.

Pilobolus Dance Theatre brings its blend of modern dance, gymnastics, acrobatics and ballet to the Bay Area with a program of new works and old favorites. 8 pm, Zellerbach Hall, UC Berkeley, near Dana and Bancroft, Berk. $9-$16.50; $6-$13.50 students. 642-9988. (Also Thurs/18, Fri/19, Sat/20 and Sun/21.)

'The People vs. Dan White': PBS airs a docudrama based on the events surrounding White's murder of Mayor George Moscone and Supervisor Harvey Milk. The story, which originally appeared as a play called *The Dan White Incident*, examines the psychology and motivation of White as well as his political ties with the police department. Kevin Reilly stars; written and directed by Steve Dobbins. 8 pm, KQED-TV, Channel 9. 864-2000. (Also Thurs/18 and Fri/19, 11:30 pm.)



The Plutonium Players do their utmost to ensure Ronald Reagan's re-election in an updated version of 'The Further Adventures of Ladies Against Women.' See Thurs/18.

Jim Dodge, author of *Fup*, the best-selling book about a duck, an old man and his grandson, speaks about his work. Dodge was profiled in the June 27th issue of the Bay Guardian. 8 pm, Olney Hall, College of Marin, Kentfield. $7. 485-9600.

'Nine Short Dances About the Defense Budget and other Military Matters' sounds like cartoonist Jules Feiffer's dancer come to life, but it's really Liz Lerman, "dance humanist" and "activist artist" in a solo performance. The work is part of her "docudance" series, which in the past has included dances to Reaganomics and other current events. 8:30 pm, New Performance Gallery, 3153 17th St., SF. $7-$8. 863-9834. (Also Thurs/18, Fri/19 and Sat/20.)

U.S. and U.K. detectives. See Tues/16.

Author Nigey Lennon and cartoonist Bill Griffith. See Tues/16.

THURSDAY 18

'Breaking Silence': Theresa Tollini's film, a documentary about incest, features stories by adults who were molested as children, mothers of victims and the molesters themselves. Family photos, home movies, newspaper headlines and drawings by incest victims are interwoven with interviews. 7:30 pm, Wheeler Auditorium, UC Berkeley, near Telegraph and Bancroft, Berk. $6.50 advance; $8.50 at door. 540-0324.

★ **'Korea — Prospects for Reunification':** The Women's Party for Survival sponsors a slide show/lecture with guest speaker Brenda Paik Sunoo, who recently returned from a visit to the People's Republic of Korea as a member of the first Korean-American delegation to visit that country. 7:30 pm, West Berkeley Library, University and San Pablo, Berk. Free. 981-8909.

'Glenn Branca — The Well-Tempered Guitar': New York composer Branca opens the Exploratorium's "Speaking of Music" series, hosted by Charles Amirkhanian. Branca, who's created a symphony for amplified guitars, previews a new work, *Describing Planes of An Expanding Hypersphere*. He also demonstrates his invention, the harmonic guitar. 8 pm, McBean Theater, Exploratorium, Marina and Lyon, SF. $5. 563-4545. (Branca also appears in concert Fri/19, 8:30 pm, Japan Center Theater, Post and Fillmore, SF. $8. 431-5400.)

The Plutonium Players bring an updated version of *The Further Adventures of Ladies Against Women* to the Bay Area, following their recent escapades at the Republican National Convention, where they held a bake sale to help cut the deficit and continued their campaign to elect Reagan for Shah. Edith (Mrs. T. Bill) Banks, Virginia Cholesterol, Miss Candi Cotten, Dr. Mel Practice, Jed Shrapnel and other characters appear. 8:30 pm, Julia Morgan Theater, 2640 College, Berk. $5-$7. 548-7234. (Also Fri/19, Sat/20, Sun/21, Thurs/25, Fri/26 and Sat/27.)

U.S. and U.K. detectives. See Tues/16.

Pilobolus Dance Theatre. See Wed/17.

'The People vs. Dan White.' See Wed/17.

'Nine Short Dances About the Defense Budget.' See Wed/17.

FRIDAY 19

★ **Armistead Maupin,** author of *Tales of the City*, signs copies of his latest book, *Babycakes*, to help raise funds for the Shanti Project, which provides care to AIDS victims. Noon-2 pm, Bookmania, California and Front, SF. Free. 421-7822.

Dress as your favorite misdemeanor and come to a party spoofing the criminal justice system. Inspired by a jaywalking trial in Oakland, Fantasy World offers a program of entertainment, mock trials, videos and a costume contest and fashion show. 7 pm, Fort Mason, Building A, Laguna and Marina, SF. $8. 658-2747.

★ **Turkish-born artist Gunduz Golonu** exhibits prints and hand-printed books that he produced while working at the Kala Institute. His work, which takes elements from Islamic art — especially the Sufi concept of unity and variety — often appears in a Japanese-style book form with an accordion-folded format. Opening reception. 7-9 pm, Kala Institute, 1060 Heinz, Berk. Free. 549-2977. (Tues.-Sat., noon-6 pm. Through Nov. 30th.)

★ **'The Politics of Language and the Language of Politics':** San Francisco State holds a symposium on the works of George Orwell. A panel featuring faculty from the film, social science and humanities departments plus the executive director the Northern California ACLU discusses Orwell's writing, politics and language. 7:30 pm, McKenna Theatre, Creative Arts Building, SF State, 1600 Holloway, SF. $1. 469-2467.

A Rotten Show: Johnny Rotten, formerly of the Sex Pistols and currently with Public Image Limited, helps celebrate the publication of Re/Search Magazine #8/9, which features English science fiction author J.G. Ballard. Slide shows, graphic visual displays, video, film and a sculptural installation by artist Chris Thorpe round out the evening. Plus additional music by Rhythmn and Noise and Junk 57. 8 pm, Fort Mason, Pier 2, Laguna and Marina, SF. $12.50. 393-6914.

★ **'Reel to Real — Historic Video':** In the fast-changing world of video, tapes from 1970-1972 qualify as historic. The San Francisco Art Institute screens half-inch reel-to-reel works by Paul Kos, Stephen Beck, Howard Fried, Richard Lowenberg, Tom Maroni, Skip Sweeney and Willie Walker. 8 pm, SF Art Institute, 800 Chestnut, SF. $2. 771-7020.

Pilobolus Dance Theatre. See Wed/17.

'The People vs. Dan White.' See Wed/17.

'Nine Short Dances About the Defense Budget. See Wed/17.

'Glenn Branca — The Well-Tempered Guitar.' See Thurs/18.

The Plutonium Players. See Thurs/18.

—Bruce Dancis and Mary Ann Cobb

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THEATER

continued from page 45

botanical Frankenstein alive with drops of his own blood, but eventually he satisfies its appetite with Audrey's sadistic dentist boyfriend and other human morsels.

Amusing and a little gross

I won't give the whole thing away, because part of the fun of this little show turns on who gets gobbled up when. What I *can* tell you is that *Little Shop of Horrors* is a sprightly paced, compact musical that manages to be amusing and a little gross at the same time. The music (drawn from R&B, rock, calypso and other styles) keeps it charging along, the lyrics are often clever and the characters are very likeable. Some numbers fall short of hilarity — particularly one involving the mad-man dentist — but in general the show keeps its balance between caricature and camp and never takes itself as more than a brightly wrought evening's entertainment.

All the performers are capable, particularly Ward and Stan Rubin as Mushkin, and a trio of fine black women singers (B.J. Jefferson, Suzzanne Douglas and Louise Robinson) deliver their doo-wops and shoop-shoops with panache. If there's a problem with this show, it's in the choice of venue: it belongs in a cozy little theater, not in an enormous barn like the Warfield. The voice miking is less than perfect, and it's a shame that the hard-driving band has to be sequestered backstage for lack of an orchestra pit. (It took me a while to figure out that they were live rather than on tape.)

But if you're looking for an enjoyable, lightweight diversion, *Little Shop of Horrors* could be the ticket. After you see it, your relationship with your houseplants may never be the same. ■

NEWSCASTS

continued from page 41

ter than is usual TV news practice.

Although KTVU is one of the most profitable stations in the United States, its news operation is severely underbudgeted, preventing the *10 O'clock News* from becoming as effective as it could be. But that it is as good as it is makes it a shining example of what can be done in TV journalism, even on a shoestring budget, if the will and the leadership is there. ■

— Frederic Stout

Frederic Stout teaches urban studies at Stanford University and writes about television for Mediafile.

MUSIC

The thwack of the streets

DERK RICHARDSON

HERBIE HANCOCK AND THE ROCKIT BAND. At the Greek Theatre, Berk., Sunday, Sept. 30th.
RED HOT CHILI PEPPERS. At Berkeley Square, Berk., Tuesday, Oct. 2nd.

That hard metallic thwack that blares aggressively out of portable stereo blasters on the street or from the rear of the bus is the heartbeat of contemporary black urban guerrilla music. Other components are the finger-on-the-blackboard "scratching" of needle on vinyl manipulated by a turntable deejay and the declamatory turn-on-a-dime, rhyme-after-rhyme rapping of one vocal grandmaster or another. Add a little paramilitary dress and a lightning flash of break dancing and you have the trappings of the hip-hop revolution. When the lyrics address social concerns, as in the raps of Grandmaster Flash or Run-DMC, the inherent political nature of this up-from-the-ghetto musical culture is as obvious as graffiti on a whitewashed Post Office wall.

Co-opting the rhythm renaissance

In the U.S.A., we have ways of dealing with assertive countercultures — through Hollywood movies, TV commercial jingles and other diluting forms of mass culture. Herbie Hancock has his ways, too. Over the past two years, the great jazz keyboardist — veteran of the classic Miles Davis Quintet, founder of the fusion-happy Head Hunters and a still-brilliant acoustic improvisor — has co-opted the black urban rhythm renaissance into his own sophisticated techno-funk. His first collaboration with Bill Laswell and Michael Beinhorn of New York's Material, *Future Shock* (Columbia), featuring the smash dance club and blaster hit "Rockit," was a breakthrough for Hancock: a fusion experiment that sounded true to its neighborhood roots while wrapped in state-of-the-art production and electronic wizardry. Moreover, once adopted by Hancock, a respected giant of modern music, and translated into a startling video, the musical style made a major mainstream breakthrough as Hancock copped five of the recent MTV music video awards.

Lost in the mix

On his recent *Sound System* LP, Hancock continues in the very same vein, and, as the title suggests, his system runs on something other than blood and breath. At the Greek Theatre on the last Sunday of September, Hancock and his seven-member Rockit band zoomed through more than an hour-and-a-half of his recent supersonic *Sturm and Drang*. With such technically adept musicians as drummer Anton Fier, turntable "Grand Master" D. St. and singer Bernard Fowler contributing to the rhythm riot, the sound was vibrant, complex and compelling — for the first 20 minutes or so. Hancock boasted of having 14 keyboards onstage, and most of the time it sounded as if they were all programmed to go "rat-a-tat-tat."

Hancock's own musical personality — at least the one heard with Davis, VSOP or Wynton Marsalis — was little more than oil for the gears. Only an electric piano solo on the Africanistic "Karabali" veered toward jazz. Hancock wasn't the only one lost in the overpowering mix. African Bata drummer Foday Musa Suso hammered his talking drum in futile competition with the anvil chorus and was only really felt when his Kora solo introduced "Junku," which he and Hancock wrote for the Olympic Games.

On one level, the concert was a brilliant display of polyrhythmic dance beats. But it works even better on record — and in small doses. After an hour, my companion and I began to feel as if we were caught in a Marine training film, crawling under barbed wire with machine-gun fire crackling over our heads. Rat-a-tat-tat.

Raw and sweaty energy

In contrast to Hancock's battlefield preparedness, the 45-minute set by L.A.'s Red Hot Chili Peppers at Berkeley Square Oct. 2nd was a raw and sweaty return to the barricades in the streets. For everything that could be found obnoxious about this punk-funk quartet, with roots (or tentacles) in Fear, What Is This and the John Hiatt Band, there was enough blood and guts passion, perverse humor and frantic energy to make these jerkos almost likeable. The Red Hot Chili Peppers take their funk straight, pared down to slamming drums, hyperactive bass, scratching and screaming guitar and hoarsely shouted raps.

Instead of punching their James Brown and Grandmaster Flash into a computer, the Chili Peppers — drummer Cliff Martinez, bassist Flea, guitarist Jack Sherman and singer Anthony Kiedis — dump it all in a meat grinder and it comes out dragging entrails from Captain Beefheart, the Dead Kennedys and Black Oak Arkansas. At Berkeley Square, the band members performed bare-chested, except for Sherman in a geeky sportcoat, and slashed at their instruments as if they were Sears discount specials.

Over the rolling amphetamine funk of his fellow furious three, Kiedis screamed raps about police helicopters, the KKK, incestuous fathers and "true men" who "don't kill coyotes." With the snotty arrogance of a big time wrestler, Iggy Pop or Black Oak's Jim Dandy, Kiedis growled in Beefheart/Wolfman Jack tones, razzed the "hippie" soundman about the lousy mix and belittled the 100 or so who gave the band a slightly befuddled reception — "Berkeley, you sonofabitches really know how to party!"

'The record stinks'

Earlier, Flea had warned the crowd, "Whatever you do, don't buy the record 'cause it stinks really bad." Actually, on the vinyl self-titled debut album, produced by Gang of Four's Andy Gill, the band sounds less ragged and you can catch many of the lyrics. It includes the Chili Peppers' version of Hank Williams' "Why Don't You Love Me" and could be a better place to start if you're squeamish about a band that comes off live like the White Panthers of rap. But the group's punkish staginess is a lot closer to the guerrilla spirit of hip-hop than Hancock's musique mechanique, and the encore cover of Jimi Hendrix's "Let Me Stand Next to Your Fire" was worth the heartburn. ■

CLASSIFIED

WHATEVER YOU NEED, WHENEVER YOU NEED IT, LOOK FIRST IN GUARDIAN CLASSIFIED. 824-2506.

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BUSINESS & FINANCE

■BUSINESS SERVICES

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Sales people needed to sell name brand merchandise 25 to 75% off retail list. Top commissions paid. No inventory or bookkeeping requirements. Information on job or merchandise: Dept. A Box 31763, San Francisco 94131.

EMPLOYMENT

■AUDITIONS

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Attention Women Bass Players
Flying Fish recording artist, Robin Flower Band, is auditioning professional experienced players. Electric preferred. Touring/local gigs. 655-5774.

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Career Resume
Find your right livelihood, find the right job. Free analysis. Call Dan Kassell, Network Marketing, 821-3652.

LifeWork Design
An intensive, individualized process for people desiring clarity and direction with their life/work decisions. Our approach supports you through personal barriers, self-paced assessment, research and interviewing. First hour — no charge. Ms. Cavanaugh, 550-1317.

Job/Career Change Counseling
Individualized sessions/Union Street area. Self assessment and goal clarification. Resume development and techniques for marketing yourself. Three sessions/$90. Dr. Paula Martin, Ed.D, 922-6528.

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Get the interview you want! Let me write your resume and cover letters. Manuscript editing. Reasonable rates. 641-8344.

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We're looking for a few good Advertising Interns

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BayGuardian

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Apprentice Alliance places those who want to learn with masters in fields ranging from specialty foods to floor refinishing; from screenprinting to service organizations. These are not jobs but apprenticeships. There are no charges of tuition beyond nominal screening and placement fees. Call 863-8661/write: 151 Potrero, SF 94103.

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French lady seeks sales position in clothing store. Fluent French, Spanish. Experienced. Local references. 776-0159, after 6 pm.

Manager, experienced in all aspects of running a small business (sales $300,000 annually), college degree marketing. Age 35, hardworking, versatile, reliable, self-starter looking for full time employment. All inquiries considered. 904 Irving #206, San Francisco, CA 94122.

Professional Contact Wanted
WM, 36, architect with own practice in NYC plans to relocate to Bay Area. Wants contact from anyone who can provide information about profession. Purpose is to secure work. Can reciprocate for NY area. Letter/phone, Box 9084, 600 West 58th Street, NYC 10019.

■FREELANCE

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for voice on the subject of seduction, 220 to 250 words long. Payment per script or contract for quantity. Must submit sample work. Call Arie Sci, 221-5793.

Need Special Employees?
Guardian Classified readers are the people you're looking for. Call 824-2506 for information on placing your ad.

■JOBS

People needed to work as attendants for disabled persons. Duties include household and personal care. Small registration fee. Part-time. $3.80-$4/hour. Orientation Thursday mornings. 9:45. ILP, 4429 Cabrillo. Muni #31 or #38 (Ocean Beach). 751-8765.

Word processing trainings see INSTRUCTION: PROFESSIONS/VOCATIONS classification.

Seminar Leader Trainee
Enrollment counselor wanted for relationship skills workshop. Commission. Contact Don Drake, 221-9839.

Sales Staff
P/T position (20-30 hours) on order desk for grocery delivery service. $5.20-$7.20/hour on bonus plan. Smoke-free office and food discounts. If you type 50 wpm, have sales ability and like food, call Nancy at Grocery Express, 641-5460.

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Activist
Fight back against Reagan's military madness, cuts in aid to women and minorities. Salary. Call Nancy, Voting Power Action Committee, 268-0282. Gays, women and minorities encouraged to apply.

Field Manager/Canvassers
Use your fundraising skills to help end nuclear weapons testing and keep cruise missles out of Bay Area. High commission and benefits. Car helpful. E.O.E. Call Arc, 397-1452.

Experienced housecleaners needed. Call 387-5600, 9-5.

Set Builder
Professional experienced set builder needed for established SSF manufacturer. Company paid medical, salary negotiable. 871-1931.

Actors
Earn extra money part-time selling entertainment service membership. Commission. 864-2654.

Flexible Hours
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Police Commission
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Bookseller
East Bay bookstore needs full-time bookseller. Permanent position, some night shifts. Begin at $4.50/hour. Health benefits, vacation. Send resume to Guardian Box #536F; specify any bookstore and/or retail experience and/or familiarity with particular subject areas.

Marketing Director
responsible for all aspects of marketing mid-size performing arts facility and its programs. Three to five years experience, performing arts background preferred. F/T salary $14K-17K. Start immediately. Resume to Christine Fiedler, New Performance Gallery, 3153 17th St., SF 94110.

Non-Profit/Parttime
Program Director U.S. China Peoples Friendship Association. 30 hours/week in SF. $940/month. China interest/non-profit experience helpful. Bookkeeping necessary. Send resume: USCPFA, 50 Oak Street, Room 502, SF 94102.

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M/F position for reliable, punctual person full time. Excellent communications skills a must; type 40 wpm; have an established and verifiable work record. Applicant should have some interest in learning computer skills. Salary $850-$900 per month based on experience. Some travel benefits, and vacations. Please send resume to: Suite San Francisco/SSF P.O. Box 34306 San Francisco, CA 94134 415-546-7007.

Great Job!
Part-time. Initially 15 hours/week. Also need flexibility for vacation/sick coverage. Skills needed: phones, typing, some bookkeeping and professional attitude. Call Counseling and Consulting Systems, Oakland 652-1402. Respond by Monday, Oct. 15.

Receptionist
Exclusive skin care salon. Previous experience in beauty industry preferred. Good attitude and professional appearance a must in maintaining client relationship. Apply 77 Maiden Lane, SF.

Secretary/Receptionist
for nonprofit media arts center. Need good typing, bookkeeping and verbal skills. Salary $1,250/month. Send cover letter, resume with salary history and three references to: BAVC, 1111 17th St. SF 94107. Deadline Oct. 26.

PROMOTIONAL WRITER
Write occasional promotional fliers and house ads for our advertising departments on a freelance basis. This is not a journalistic or editorial position. Send samples and rate quote to: Promotions, Ad Manager, SF Bay Guardian, 2700 19th St., SF 94110-2189.

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Our job shop needs a fast and accurate freelance typesetter half-days Wednesday, Thursday and Friday. Experience on EditWriter 7500 and references required. Applicants may be tested. Call Tom Mitchell, 824-7660.

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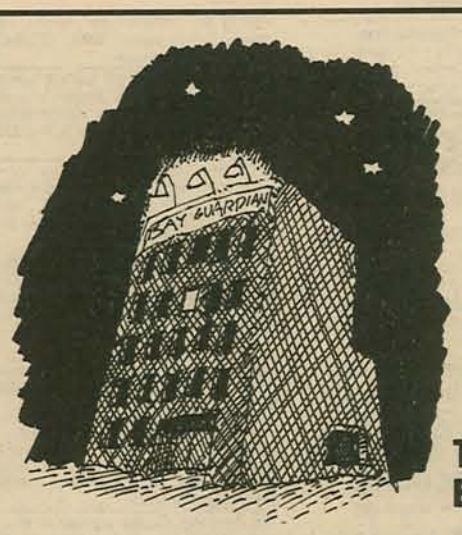
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HOUSING & PROPERTY

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■HOUSES FOR SALE

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Lovely two bedroom house in SF or condominium in SSF. $7500 downpayment and $950 monthly. Agent, 362-7360.

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Oct., Nov. and Dec. Responsible and reliable. References. Loves pets and plants. Call Marianne, 668-7159.

Visiting grandparents want to housesit Nov. 1-Dec 1. Call Nancy or David, 285-6471.

Housesitter Available
Considerate, responsible woman will care for your home, plants, pets. References. Call Janet at 626-6452.

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I meditate four hours a day. (That tends to change the vibes wherever I am.) I will also deep-clean your kitchen floor, wash windows, clean oven. I have arts endowment and write at home. Two to six month offers considered. References. 664-5419, Ellen.

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■RENTALS

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Large sunny studio in Mission. Large room, full kitchen, bath. $365. 824-7549.

Very large one bedroom plus, renovated building. Fireplace. Pill Hill area. References required, no pets. $525. 654-3657, leave message.

$550 includes utilities. One bedroom, one bath, living room, kitchenette, unfurnished. Mission District. One or two persons. 647-5591, between 6-8 pm.

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■RENTALS TO SHARE

Peace Activists Only
Quiet street, Church/Market area, Victorian. Share with activists disillusioned with peace movement methods, trying to develop practical, realistic ways to prevent nuclear war. Vegetarian, no television, no smoking. $285. 558-8113.

German, English speaking community, furnished private rooms, daily, weekly, monthly. Victorian house in the heart of the city. 863-0947. Leave message for Joachim.

Share elegant apartment, GG view. Own bedroom/bath. Nonsmoker. Until December; longer if agreeable. Pleasant midlife woman preferred. $400 plus last plus security. Write me some sense of you. Guardian Box #501.

Room for woman in five bedroom carriage house. Share kitchen, two baths, large living room. $225/month, plus utilities. No pets. Prefer nonsmoking, over 25. Fulton at Masonic. 931-0831 or 563-1170.

Glen Park Special
Professional woman seeks same to share sunny, spacious two bedrooms with deck, view, washer/dryer. No smoking. No pets. $450 including utilities. Call Elizabeth, 928-7322 day/message or 333-3835 evenings.

Beautiful East Bay Hills
Home to share rent, fireplace, view and pool. Call 895-5629. After 8 pm, weekends/Wednesday all day. $300.

Light, Airy Mission Flat
Looking for woman, 26 plus, to share spacious top-floor apartment near 16th St. Bedroom and additional workspace available. Hardwood floors. Share with professional woman interested in art, theater, and film. Nonsmoker, no pets. $321 plus deposit. 861-1033.

Vallejo St. Victorian flat, sunny, bay views, large room. $375. 673-9939, evenings. Nonsmoker.

Male/female for large Sunset house. Three bedrooms, 2½ bathrooms, formal dining room, patio, washer/dryer, dishwasher. Near transportation. $325 plus. Scott, 731-9341.

Employed student looking for roommate for spacious two bedroom Pacific Heights flat. $310/month. Nonsmoker, no pets. Feminist woman preferred. Contact Judy at 563-8429.

Two women looking for another woman to share beautiful, sunny three bedroom flat on Dolores/21st. Quiet, yard, good transportation. $363 plus deposit. Call Nisha or Laurie at 647-4708.

Room available in two bedroom house on Potrero Hill. Woman preferred. 285-8868.

Russian Hill/North Beach
Spacious, lovely, clean six room flat to share with one woman. Fireplace, yard, storage, privacy. $475. 531-6164, evenings/weekends.

Nonsmoking woman wanted to share lovely two bedroom Noe/Mission Victorian flat with same, and large friendly dog. No dog care required but must like dogs. Hardwood floors, chandeliers, large rooms, modern kitchen and plumbing, quiet, safe. $340. If you are cheerful, responsible, and seek a home, not just a house, call Deborah, 641-5709.

Great Townhouse To Share
Seeking professional to share two story townhouse in El Cerrito. Bedroom and additional room for own use plus own bathroom. $375. 526-8224 days, 528-9551 evenings.

Share three bedroom apartment, Ocean Beach. $275. Vegetarian, nonsmoker. 564-2955.

Mother and 13 year old son want to share our large Pacific Heights flat with mother and young child. $300 plus utilities. Evenings/weekend, 922-4302.

North Oakland Victorian
Share four bedroom modified Victorian north of Lake Merritt with one woman, two men, progressive, friendly, UCB grads and professional. Woman only. Nice area, near BART. $275. Dave, Laurie, Mark, 268-0807.

Share West Portal house, formal garden. $300 plus utilities, November 1. Quiet household. Prefer straight male. Sue, 731-1498.

Vital new age male sought for third room in wonderful flat with two active and positive 24 y./o. women. $265. 386-3223.

Vegetarian roommate over 35 wanted. Own room. $167.50. 673-8132, evenings.

Noe Valley
Female, employed, responsible, straight, non-smoker seeks same to share 2-bedroom apartment. No pets. $265. 285-6804.

Share our sunny, four bedroom Edwardian flat in Cole Valley. Two women, one man searching for friendly straight man, 25-34, for our home. Near parks, Muni and shops. Available 11/1. No smokers/pets. $257.50 plus utilities. 753-3167.

Professional male seeks one responsible straight person to share two bedroom house on quiet street in Bernal Heights. House has carpeting, study, huge kitchen, yard and garage space for small car. Close to neighborhood shops and convenient to freeways. Smoker OK, no pets. $350/month plus utilities. Call evenings, 285-6086.

Female student of healing arts seeks female 30 plus, vegetarian, nonsmoker to share two bedroom flat. Sunset. Large living room with fireplace, yard, garden, garage. Near transportation, ocean, Golden Gate Park. $310/month plus utilities. 665-1710.

Cole Valley/Upper Haight. Responsible non-smoker to share remodeled apartment. Large sunny bedroom, yard, vegetable garden. Female preferred. $275. 564-0860, evenings 7-10.

Spacious, Sunlit, Cheerful
and elegant home near California/Park Presidio has two bedrooms available for considerate, secure couple/singles, 30 plus, who enjoy comfortable, clean, creative environment. Share with professional women and cats. Sorry no more pets, no smokers. $290 each. 386-8669.

Seeking considerate female to share sunny flat with two others in Glen Park. Large room with fireplace. No pets. Available Nov. 1. $265 plus utilities. 587-4656.

Noe Valley Castle Available
Straight WF and straight WM looking for straight WF only to share large, rustic, serene, three bedroom, 2½ bath hilltop house. Breathtaking views, fireplace, skylights, washer/dryer, decks, yards, cook's kitchen, etc. Small dog here desires company of same. $475/negotiable. 821-6313 evenings.

Cooperative Berkeley household looklooking for male housemate (over 30) to share comfortable four bedroom house, large yard, washer/dryer. Household of warm independent people who have strong interests, like to cook and eat together, are straight with each other, do their dishes, take initiative in making a lively, attractive home. Large bedroom, refinished softwood floor. $335, Judy, Barbara, Bob. 548-5587, 841-9075.

Seeking employed, 28+, responsible person to share gorgeous Noe Valley Victorian Nov. 1. Fireplace, garden, quiet street. No pets. $360. Miriam, 282-7501.

Cooperative Bernal Heights household seeks adult (25+), no smokers/pets for lovely four bedroom home with garden/parking. We are three politically progressive, warm adults and part-time child. Priority-sharing some meals/creating home. Medium, carpeted bedroom with bath. $250 plus. Carol/Scott, 647-6449/566-2710.

Large sunny Mission area house with backyard. Small bedroom for male-female 25+, politically aware, easygoing. Share with two women: one straight, one lesbian. $200/month. Call 826-9405.

Oakland Home To Share
Sunny two bedroom house, hardwood floors, fireplace, centrally located. Want neat, friendly female over 25, nonsmoker. $274 includes utilities. Paula, 532-1225, 668-5311.

$340. Spacious two bedroom flat near GG Park with wood floors/panelling, fireplace. Seek a quiet, clean, responsible and friendly professional woman (25-35) who wants a home, not just a house. No pets/smoking. Available Dec. 1. Ann, 386-2518, evenings/weekends.

Large, sunny two plus bedroom flat by the ocean. Skylights, hardwood floors, fireplace, sundeck, yard, garage. Professional non-smoking female. $415/month. 665-6437, evenings.

■SPACE WANTED

On Sabbatical
Mature woman psychotherapist needs economical space to think/write for six months — one year. Will negotiate any spacious, comfortable, quiet arrangement. Housesitting a definite possibility. Will care for your non-neurotic pets. 641-5505.

Simple living space needed with bathroom access, no kitchen needed. Separate entrance preferred. I'm 31, six years in SF, a teacher, bicyclist and gardener. Excellent references. Lofts, attics, garages, trailers, warehouses, housesits, fixups considered. Larry, 552-3634. Think creatively and rent that space!

100% Vegetarian
Seeking warm, sunny, non-carnivorous haven with egalitarian, nonsmoking others. SF or BART-able. Employed, non-violently politically active, good cook. Billy, 921-1645.

Two men looking for new home. After seven years renting two bedroom Sunset house/yard (we landscaped, maintained) for $430, new owner wants to move in. Due to asthma, our pets stay outside. Want similar, $600 or less. References. Stratis, 681-4580, 752-6699.

What an Opportunity!
Communicative, responsible, lively, neat psychic healer, 28, asks to contribute to your clean, non-smoking, transformed, purposeful household in SF by Nov. 1. Susan, 863-4625.

Writer seeks good quiet place to write (not live) in SF. Will work or pay. Call 431-2636.

Quiet, responsible professional woman seeks apartment/house to housesit, sublet, share on Potrero Hill Nov. 1. Days, 621-7141, evenings, 648-8191.

Pianist With Grand Piano
seeks two rooms in house/flat with ground level storage. $425 maximum. Alan, 221-3333 (message).

Woman needs room in household with women only. I am employed, easygoing, feminist, responsible, sense of humor. Prefer same. Lesbian, straight or Bi. Up to $240, utilities included. Sandra, 398-4140 days, 753-2294 evenings. Nov. 1 or Nov. 15.

Quiet WF, 30s, seeks shared rental to $250 in house/apartment. SF only. 872-1538, evenings.

Responsible, professional, nonsmoking gay man seeks share in SF/Berkeley or Oakland, with responsible, intelligent gay man for Nov. 1. Please call Ron, 548-3432.

Senior Father
Divorced businessman, straight, nondrinker, non-smoker with weekly half-time custody of five year-old (a good little guy) needs temporary/permanent share around Nov. 1. Prefer San Francisco. References. Call 921-2718.

■WORK SPACE

Rehearsal/Performance Space
At Divisadero/Bush, 1,400 square feet, hardwood floor. Low rates. Call CoLab, 346-4063.

Live-In Studio Space
in the Haight available Nov. 1. $416 per month plus deposit. Call Sam or Tom E. 621-4961.

South Market quiet office. One person. Carpet, desk. Perfect writer/advertising. $250/month. Call 864-1169.

Darkroom For Rent
In Mission. Monthly, reasonable rate. 431-6911, leave message for Steve.

INSTRUCTION

■ARTS & CRAFTS

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Individual instruction, painting and drawing. All levels. My undivided attention can unlock your unique gifts. Wonderful studio. David John Brown, 931-0051. SF.

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For beginners to advanced. Carving, cabinetry, furniture, boatbuilding, toymaking and more! Hands on Wood, Fort Mason. 567-2205.

■COMPUTER

Computer Store Blues?
Home or office delivery arranged. Individualized training and expert support. Will find the lowest prices for IBM Compatibles. Avoid the computer store shuffle. Call Harry, 763-6437.

■DANCE

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Adults, all levels and toe. $5/class. 1440 Bush near Van Ness, SF. 731-6795.

Learning Modern Dance
Creative fulfilling excercise which develops coordination and agility. Covers basic beginning concepts of correct posture and modern dance techniques. Lead by an enthusiastic, supportive instructor at Howell Studio. For information call 431-2441.

Parents and Preschool Kids!
Have fun together in creative movement classes taught by professional dancers at Fort Mason beginning Sept. 25. Call Kadeka Dances for Kids, 821-1260.

Go to the Head of the Class
Each week you can find interesting and helpful classes in Guardian Classified's INSTRUCTION section.

■LANGUAGES

Spanish, Portuguese, conversation classes, 6-7:30. ESL/foreign languages, 620 Sutter (Mason), Room 302. Brochure: 673-7638.

I.T.C. All Languages
French, Spanish, Italian, German, English Second Language. Direct method, fast, very simple. Proven results. Qualified teachers. Maximum four/class. Travel, business. (415) 885-1233.

Intensive Language Classes
Academy of World Studies. ESL (English as a Second Language), foreign languages (Spanish, French, German, Italian, Arabic). Small classes, quality instruction, reasonable rates. This school is authorized under Federal law to enroll non-immigrant alien students. The Academy of World Studies admits students of any race, color, and national or ethnic origin. 2820 Van Ness (at Lombard). For information call 441-1404.

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Elementary Standard Arabic
Learn Arabic at The Arab Cultural Center. Oct 22-Jan 16. Call Randa, Mon.-Fri., 4-8 pm. 664-2200.

Arabic Lessons
Experienced native Arabic teacher. All levels. Call Isam, 752-3735.

Italian Lessons. Going to Italy? Step into an ancient culture with fun and ease. Learn a musical language. Groups/individuals. Call Francesca, 552-7564, 8-10 am, 6:30-9 pm.

Learn French and German with qualified native teacher. Individual motivating classes, 821-3396.

■MUSIC & VOICE

Closet Singers Come Out
Voice lessons for the inhibited or tone deaf. Enhance expressiveness, creativity and fun. Teacher has long experience teaching, performing, and counseling. Sliding scale. Linda Hirschhorn 654-0799.

Saxophone Soundness
Theory and technique. Development of individual approach in sound/improvisation. Beginners welcome. Experienced performer/teacher, Lewis Jordan: 824-3308.

Learn to Play!
Music Studio 'A' offers private instruction in piano, guitar, bass, and flute. Children and adults welcome. One free lesson. 824-6557.

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Performance oriented. No slack given. Get your act together now. Eastman graduate. Margot Harrison, 644-9249.

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With Maeve Udell, member of National Association of Teachers of Singing. Fabulous technique develops range, clarity, beauty and power. Suitable for all styles/levels. Expect hard work, results and loving support. (415) 626-9136.

Conga Drumming Demystified
Learn authentic Afro-Caribbean rhythms/techniques from expert teacher. Express your inner rhythm. Richard Adelman, 444-6619.

Singers
Learn correct vocal technique! My students are performing in major nightclubs and recording studios. John Ford, 922-0162.

Jazz Piano Lessons
Improvisation, harmony, technique, development of repertoire offered by experienced, patient professional. Beginners welcome. Adam, 885-2907.

Violin Lessons
Classical, jazz, folk styles. Extensive recording experience in Europe. Patricia Weiss, 332-0565.

Sing! Blues, Jazz, Rock, Pop
Pro singer — ten years succesful teaching experience; all ages and levels, individuals and groups. Practical, innovative methods. Breathing, articulation, mike techniques, stage presence, etc. Ann Channin, 753-3355.

Master Musicianship Skills
East/West Institute now offering new breakthrough methods, under direction of John Cooper, internationally acclaimed musician-composer-teacher. In San Francisco call 681-6817, in Sonoma call (707) 996-5566.

Keyed Up For Lessons?
Classically-trained SF pianist. No nonsense approach, no tedious exercises. Unique problem-solving method enables student to concentrate on making music. Children especially welcome; adults OK too. Those committed to hard work (and its own reward), call Lori Hedrick, 387-3483.

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Classical or folk. All levels taught by accomplished performer Phil Wilson, 753-9311.

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Photography classes with Daniel Hunter, all levels, enormous darkroom, small class, 9th year. Brochure 534-6041.

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Judo For Women
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Internal Combat Kung-Fu
Fu Hok Tai He Morn style. First time being taught in West Coast. A maximum of six serious students will be accepted. Call 386-0256.

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■THEATRICAL

Creative Expression/Acting
workshops. Conducted in relaxed, non-competitive (and fun) atmosphere. The Creative Expression Workshop will incorporate theatre games, movement and music, with emphasis on freeing your emotional and physical energy. No previous acting/dance necessary. The Basic Acting Workshop is geared for beginners and those wanting to improve basic acting skills. Improvisations, ensemble work, physical expression, monologue/scene work will be utilized. Starts Oct. Call Toni, 626-1906 or Allison, 398-7191.

Comedy Improv Classes
with Terry Sand, Femprov member. Develop your humor, creativity, ability to meet new people. Ongoing — Mondays advanced, Tuesdays beginning; 7:30-9:30 pm, SFJCC, Saturdays beginning; Cobb's Pub, 12-2 pm, 2069 Chestnut Street. Drop-in OK. All classes $6/class. For information call 221-8362.

■WRITING

Creative writing workshops East Bay and San Francisco, call the Story Laboratory at 526-7010.

MERCHANDISE

■ANTIQUES/COLLECTIBLES

Antique Quilts for sale. Beautiful American folk art — makes nice gift, wall hanging, too. Doris, 864-0534.

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Speakers In Tongue
Four original Stack Advent loudspeakers. Excellent condition, $450. 552-0662.

Speaker Cabinets
for professional sound reinforcement. Two Peavey SP1, $100 each. Call Rick, 826-7730. Leave message.

■BOOKS & PUBLICATIONS

Los Angeles Times
Delivery to your office in downtown San Francisco. Call MS-III Company, 332-5887.

Reality Inspector
Unusual mystery story about computers, chess, consciousness. $5. John Caris, 56 Westgate, San Francisco 94127.

Gourmet cooking on a hot plate, 58 pages, paperback. Send $6 (includes postage) to: Dorshimer, 808 Post #929, SF, CA 94109.

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Kimono My House
Japanese Kimonos, baseball shirts, Hapi Coats, Robots, Tansu, textiles and more. Wholesale and retail. 654-4627.

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Brand new irregulars, mismatched odd & ends.
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Urban Ore Store
Recycled furniture, home furnishings, high quality, low prices, swell stuff. New things daily. Urban Ore, 1231 2nd St., Berkeley, 526-9467. Daily, 8–4:30.

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Largest manufacturer in Northern California. Singles thru kings, 3 layers thru 20, $29 up. Call for prices. M.C./A.E. Showroom, 861-1966, Mark.

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Custom-made with care and expertise; queens, 12 layers, 60 lbs. cotton $105; doubles, 55 lbs. $99. Ken, 665-7634.

9' X 12' carpet rug. Beautiful apricot color. Excellent condition. $100. Plus assorted furniture, clothing. 386-5075.

Mattress/boxspring set. Simmons beauty rest king. 1½ years, like new. $450/b.o. 285-5699, mornings/after 10 p.m.

■HOT TUBS/SAUNAS

950 gallon oak hot tub. 6½' x 45" $500. Dave, 268-0807.

■MERCHANDISE WANTED

Dolls! Dolls! Old Dolls!
Wanted! Doll parts too. Also old trains, old toys, old postcards or related items. Immediate fresh cash on the spot. Please call: 661-DOLL or 661-TOYS.

Will pay up to $1 per gallon for used photo-fixer. 333-4579.

Sell It
Art supplies, books, church pews, Dali drawings, egg cups, foam, ink, juicers. Call Guardian Classified, 824-2506.

■MISCELLANEOUS

Your Picture on Photo Stamp
Miniature photographs, perforated, gummed like stamps. 100 for $15. Viewfinder, Box 3319BG, Berkeley 94703. Phone 839-4874.

Gravity Guider With Boots
Model 1101, very stable, excellent condition, $300. Information/exercise books included. East Bay. 655-0861.

Singer sewing machine, cabinet included. Straight stitch, $60. Call Wilma, 285-6732.

Redwood burl chair with sheepskin seat $300. Wood stereo system, $380. 821-4292.

Floatation Tank
Samadhi, deluxe 1979 model, refurbished pump, $1,200. 585-5159, John.

■MUSICAL

Drums For Sale
Good beginners set. Hardware included. $350. Call Howard, 824-1653.

6' grand piano, appraised at $5,000. Action completely restored. Best offer. 647-6567.

What a Sax!
Soprano saxophone, Conservarte Bb, mint condition, student model. $400. 552-0662.

Fender jazz bass. Rosewood fretless, maple fretted. Perfect condition. 386-6234.

Piano plays well, sounds good. Moving. Must sell. $300. 386-6234.

Professional Microphone
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Self-Correcting Typewriters
Why rent when you can own through a lease purchase plan? The monthly payment will be lower than rental. You're My Type, 2950 7th St. (at Ashby), Berkeley. 845-8973.

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NOTICES

■AUTHORS/RESEARCHERS

Single Parents Needed
If you are separated/divorced one-five years, with a child 6-11, you are needed for my Ph.D. dissertation. If interested please call Sheila Handley, 472-7224.

Pregnant single women/single mothers of babies needed to fill out questionnaires for research project. I am a single mother, director of Early Single Parenting Project, writing Ph.D. dissertation. Please phone Debby Lee, 647-9004 or 558-9493.

At Home Fathers
of small children. Writer/researcher would like to interview you about your experiences as your child's primary caretaker. Call Jerry, 665-2038.

Former Berkeley Barb-arians
Editors, reporters and photographers: your experiences and memories of the Barb are needed for a graduate thesis on the paper's history. Call 648-9228 or write Guardian Box #801.

■MESSAGES

Margot
Thanks for response to Guardian Box #504 but forgot phone #. Please send to POB 2787/69, Alameda 94501.

Suzanne — I apologize if I was rude, extreme. Here's an olive branch. I care about you (and him). Ronald.

■MISCELLANEOUS

Lived or Worked In Paris?
Will you consult, share practical tips with professional seeking to do same? J.J., 339-0203, before 8 pm.

■POLITICAL

Stop First Strike/MX
Enola Gay, a gay men's affinity group (L.A.G.) Call Jack 282-2843 or Richard 431-4857.

Wanted and needed: group for communication re: topic of political asylum for citizens. Guardian Box #503.

■RELATIONSHIPS

ADVERTISERS: Guardian Classified does not print last names, private addresses or telephone numbers in this classification. You must use a Guardian Box, post office box or commercial mail service for replies (no exceptions). We do not want and will not accept advertising that has a purely sexual objective. $7 charge for copy changes after submission or for cancellation.
READERS: Address *Guardian* Box replies to the given number, at 2700 19th St., SF, CA 94110. Address *other* replies as instructed in the ads. Guardian Boxes expire four weeks after the ad's publication.

Kazantzakis Warrior
33 adventuresome, left, likes dancing, cooking, 19th century novels, travelling on the rough. Talented, assertive. Seeks slim attractive woman basically happy, sensual, intelligent, easy-going, progressive, mature companion. Guardian Box #601.

Extremely well built handsome SWM, therapist, musician seeks open-minded sensual lady over 5'6" and under 35. POB 657, Redwood City, CA 94063.

Young couple: attractive, slender: seeks same or lady to explore relationship. POB 27332 SF 94127.

Discreet Relationship
Married professional WM, 5'4", 130 lbs., 35, seeks woman for mutual joy-giving and support. Passionate, athletic, intelligent and warm. Let's try! Send letter. Guardian Box #901.

Man In Academe
Attractive, slender blonde, free and unencumbered, seeks scholarly, good natured male in 40's, 50's, for companionship, camaraderie. Box 932, Berkeley 94701.

Pretty homemaker, 39, new to SF, has spare time for daytime fun with new friends. Guardian Box #502F.

BS history, piano, chess, 23, 5'6", 110 lbs. Single parent. Wants well mannered man. Linda, 633 Post #218, SF 94109.

Best Friend and Lover
sought by a 50'ish Caucasian gentleman. She will be age 30ish–45ish slender, under 5'-6", well educated, financially independent and very sexual. Her likes will include cooking, home entertaining, TV, reading, boats, a large loveable dog and semi-classical music. I am 5'10", a semiretired executive, financially secure, outgoing, affectionate and very lonely and bored living alone in a lovely Bayside home. Please respond with photo (will return) and phone number. Let's chat. Hopefully we are a match. POB 2787/69, Alameda 94501.

Classy Lady
Single WF, 40, with seven year-old son, professional, goodlooking, healthy, athletically inclined, sensitive, sensual, nonsmoker with wide range of interests would like to meet successful, goodlooking, healthy, physically fit single WM 35–45, who is self-confident, kind, intelligent, honest, affectionate, emotionally and financially stable and dependable. No fatties, extremists and alcohol or drug abusers. Guardian Box #602.

Scorpio Seeks Soulmate
If you're single, male, 28–42, attractive, sincere, empathetic, sensual, intuitive, playful and financially secure I'd love to meet you. I'm single W/F, 27, attractive, soft, gentle, strong, nurturing, spirited, sincere, playful, determined with definite goals, assertive, sometimes shy, sometimes lazy and unorganized. I smoke and watch TV. I crave intimate communication, lots of affection and periodic romantic moments. I desire unexplored experiences from the fine arts and natures arts to thrilling adventures and travel. I admire but don't require psychologists, teachers, masseurs and male strippers. I enjoy counseling, massaging, learning and laughing. Please send letter and photo (if possible) to Guardian Box #505F.

Show Me the Meaning
Single WF, 24 seeks partner in conversation, dance, growth. Attributes: attractive, brunette, 5'4", 105#, Leo, irreverent sense of humor. Taste: loved *Repo Man*, Elvis Costello at the Greek. We can share Reggae-fest, Monday nights at the I Beam, Godard's new movie, reruns of "Leave it to Beaver." Nice guys 20–30. Car helpful. I smoke some. Can we talk? Guardian Box #512.

Teddy bear 2, seeks serendipitous female friend for owner: tall, tanned, 33, masculine, easy on the eyes Asian health professional. P.S. only huggable types need reply. Guardian Box #607.

Interesting Couple
WF 30, WM 40, both attractive, athletic, clean, fun, interests in good food, hot tubbing, massage seek similar couple or young bi woman for group activities like hiking, camping, weekends, even vacation trips. Non-smoking, non-fat important, race not. Have convenient house in City with hot tub, deck, fireplace, VCR. Write J&H, PO Box 1511, SF 94101. Photo appreciated, not essential.

East Bay Ebullience
Apparent, but not adament, womanizer envisions mutual delight, inspiration, experience with fascinating female. Current scientist and student, 31, promises romance, adventure, humor and energy, if not continuity, predictability, or monogamy. Protean male poet, healthy, solvent, and growing wiser, who can give without expecting, share without fearing, love without clinging, seeks fluid counterpart. Guardian Box #608F.

Single WF, 30, 5'11", blonde unwed mother wishes to meet sexy, tall, financially independent, funloving single WM. Water and earth signs only. Guardian Box #605F.

30 and Ready
for commitment. WJM, single, affectionate, 5'6" seeking a special lady to share the good, bad and each other. Please be intelligent, single, 21–33, 5'5", 120 lbs. or smaller and have some of the following interests: motorcycle touring, naturist camps, art, theater, traveling, movies, evenings at home, evenings out, snuggling (just for the sake of snuggling) and more. Photo and phone assures prompt response. Guardian Box #603.

Pretty, petite woman seeks similar discreet career woman 35+. Guardian Box #606.

Handsome, healthy compassionate fledgling in affairs of the heart, 27, seeks test flight with warm attractive woman. Photograph welcome. Guardian Box #507F.

Creative Relationship Sought
San Francisco WM, 34, 5'7", 140#, educated, good looking, successful entrepreneur with thriving business in electronics wishes to meet WF (maybe a nurse or science student) for cultivating a relationship. No Jesus. No smokers. Eric. Guardian Box #508F.

Easygoing
Single WM, handsome, well-educated, stable, 6', 180 lbs., age 46, looks 36. Has retained Midwestern courtesy and friendliness. Enjoys sensitive, caring people, outdoors, hiking, books, movies, history, all good music and trips for two away from the crowds. Looking for attractive, nonsmoking woman with a good sense of humor, loving, articulate and perceptive who shares my optimism and matches my youthfulness to develop a permanent relationship. Current photo exchange appreciated. Suite 340, POB 4022, Concord, CA 94524.

Accepting applications from slim, attractive, witty SWF 22–30 for position as partner to tall attractive SWM physician. Interests in camping, outdoors, city life and caring relationship desired. Guardian Box #551.

Attractive Slender Lesbian
Enjoy my friends, work. Like photography, jogging, old movies, exploring new places. Have suffered a major love disappointment and survived well. Would like to meet a woman over 35 who is happy with herself and has a sense of playfulness. Guardian Box #702.

Energized By Autumn
This unique, well-rounded and classy WM 36, 6', 180 lbs with good looks/education and a great sense of humor is excited about establishing a meaningful relationship with a WF late 20s–30s. Despite divergent interests/sensitivities, we share such commonalities as professional career, artistic/creative approach to living, honest, caring and assertive personality, involvement in community organizations. Visions of fires crackling, stimulating conversations over bagels and coffee, visits to wine/gold country, museums and theatre further heighten this Scorpio's interest in meeting that one special person. Photo appreciated/returned. Guardian Box #613.

Best Friend
Does the thought of a 110 lb. St. Bernard dog attempting to sit in your lap appeal to you? Then read on. I'm a WF, 37 and interested in meeting a WM, 35–45 who shares my love of animals, especially large dogs, football, quaint old houses, fireplaces and champagne, and the sound of laughter, and enjoy the work ethic and play hard. Guardian Box #611F.

Rub-A-Dub-Dub
Tall curly haired optimistic and down to earth sailing skipper looking for outdoor loving, confident, fit, sharp, pretty, 20s to early 30s single WF to share catalystic adventures on the Bay and in life. Playful, caring, well-travelled, career in shape, slightly capitalistic, emotionally supportive, mildly suppressed romantic. Enjoys socializing, travelling, hiking, running, flying and quiet times. Guardian Box #610F.

Help, Police!
Old-fashioned girl interested in blond WM policeman, 34–45. Rescue me at Guardian Box #612.

Dedicated outdoors man, classical music lover, 52, seeks active attractive soulmate. 100 Valencia, Suite 222, SF 94103.

Sexy, safe, disgreet, W/M 30 seeks mature Asian/white lady for warm no strings relationship. Why daydream? Write! 2022 Taraval #3234 SF 94116.

Can there be romance after liberation? Attractive, 37, female artist, committed to the no-no's of the 80s, monogamy being one of them. Interests from A to Z with joy in between. He needs to be independent, sensitive, healthy, tall, with a complex sense of humor. Send letters to Guardian Box #516.

WM seeks WM for intimate friendship — country drives, picnics, movies, pumping iron. LL, Box 11350 Oakland, CA 94611.

Amazons and aggressive well built women: Virile, very attractive, intelligent, 5'10", trim, muscular, European looking gentleman, 28, would like to be a friend and lover. Suite 384, 55 Sutter St., San Francisco 94104.

Relationships ad of the week

Searching For Bigfoot
Goodlooking WM, 36, 5'7", 155 lbs., self-employed, successful, with feet on terra firma and mind lost in goblin universe, desires to meet a woman, 22-40, sense of humor, intelligent, attractive, to introduce to dark mysteries. If searching for Bigfoot, touring Castle Dracula or investigating paranormal occurences appeals to you, then we should meet. Please write Guardian Box #620F.

Guardian Classified awards a copy of Susan Block's *Advertising for Love* to the advertiser submitting the best Relationships ad each week. Winners will receive their prizes by mail at the addresses given in their ads.

Man, 37, playful, intelligent, funny; into health, fitness and the joys of the English language. Seeks petite, vibrant, woman in time for my November birthday. 1827 Haight #122, SF 94117.

It Is Nice To Be Nice — SBM

Sincere man. Non-smoker. 43, 5'9", 170 lbs. Into travel, movies, music. I believe to love and be loved is the greatest event between a man and a woman. Seek an honest petite attractive woman who would like to be a lover and friend. Between 25 and 40. For a sincere, longlasting relationship. Photo and phone. Thank you. Guardian Box #701F.

Single Frenchman 31, charming, educated, reliable, needs to share his heart with sensitive woman. Write Box 42315 SF, CA 94142.

Single white male, 26, warm, positive, intelligent, open-minded, communicative; seeks single woman, 20-35, of similar attributes. I'm financially secure and hoping for a friendship or romance in which initiative, enjoyment of life and thoughts are shared. Interests include hiking, dancing, theater, wine tasting, conversation, candlelight dinners, hugs, roses. Guardian Box #518F.

Prince Charming

wants a slim, assertive woman! I'm a 6', blond, goodlooking, intelligent, emotionally mature, adventurous, sensitive, new age, spiritual computer consultant. I don't always want to make the first move or make all the decisions. Let's take turns doing everything for each other. Guardian Box #513F.

I Hate Sleeping Alone!

Affluent, attractive, intelligent SWM seeks rescue from boredom; wants petite dynamic capable adventuress for fun, romance, travel, possibly permanent relationship. Photos returned. PO Box 5192, Berkeley 94705.

Wanted One Good Woman

We give ourselves to each other, body and soul — for the long haul; we build, laugh, explore, grow and play together in life. I'm a humorous romantic, a powerful entrepreneur, discerning, picaresque, discriminating. Are you my match, my friend? I'm a straight WM, 40. John, Box 9221, Berkeley 94709.

Single WM, 28, 5'8", 133. New to Bay Area. Left of center. Enjoy jogging, backpacking, and writing. Seek a vivacious, sensitive petite woman to share in walks, movies, exploring, and friendship. Guardian Box #615.

Interesting 33 year-old divorced WF, 5'8", with zest for adventure, movies, reading, learning seeking intelligent male who is ready to become emotionally involved in a caring relationship. I'm leftist, committed to friends and quality of living. I'm independent/dependent. I'm attractive yet semi-Rubenesque and disciplinely dieting. No plastic Yuppies wanted, just a male with depth, who is trying to be real in a changing world. Guardian Box #614.

Dynamic, accomplished, professional JW, adventuresome, playful, 100% alive; cuddly, nurturing and capable of sustained intimacy, seeks very bright, self-assured professional man, 30s, who is successfully established in his career, loves his work and is now ready to create a committed relationship of equals, eventually including children. If you cherish those close friends with whom you share feelings and fantasies as well as favorite restaurants and hiking trails; if you laugh easily, love deeply, live passionately and genuinely like yourself, write Guardian Box #609F.

Affectionate

to me means holding, hugging, touching, feeling, and cuddling. SWM, 32, easy-going trim executive, seeks trim SWF, 25-38, who also believes affection is a prime ingredient to any relationship. Box 913, Redwood City 94064.

A New Friend

Tall, attractive, adventurous and sensitive man, 38, MD and musician would like to meet an aware woman for a friendship with potential for intimacy. I have strong interests in the arts, music of all kinds, books, theater, good food, the outdoors. She: tallish (not a necessity), shapely, independent and committed to honesty and growing. Guardian Box #522.

Some Enchanted Evening...

WF, 29, single, would like to meet a truly interesting, intelligent, attractive man who believes that life can be twice as nice with that special someone. I'm a soft and tender, successful woman with a passion for making and sharing moments magical. If your life is a juxtaposition of adventure and quiet, tender times, please write today. Guardian Box #519.

Any Single Moms Out There?

Or women who like children. My daughter, 3, lives with me half time. I'm a single WM (you can be any race), a mellow 52, non-smoker, a trim 5'11", 155#. I'm a writer, a closet poet, and want an intelligent, liberated woman for a loving, intimate relationship. My lifestyle is simple, my interests eclectic. Dig classical music, jazz, Woody Allen, Krishnamurti, Milton Erickson, and have *Co-Evolution Quarterly* outlook. How about you? Send detailed letter, photo (optional) and phone: PO Box 11220, San Francisco 94101.

Searching for Bigfoot

Goodlooking WM 36 5'7" 155 lbs, self employed, successful, with feet on terra firma and mind lost in goblin universe, desires to meet a woman 22-40, sense of humor, intelligent, attractive, to introduce to dark mysteries. If searching for Bigfoot, touring Castle Dracula, or investigating paranormal occurances appeals to you, then we should meet. Please write Guardian Box #620F.

Successful, attractive, contemporary man, happy, healthy, in love with life. Like books, swimming, gardening, walking, dancing. Seeking 50ish woman financially secure, attractive, trim, nonsmoker with self-esteem. POB 958, Bolinas 94924.

SWM; very high social, cultural, financial level; degreed; mature; handsome; tall; seeks sensuous, stunning woman, of same level; tall, max. 35; for solid friendship, eventual marriage. Descriptive letter, photo. Guardian Box #630F.

Serious, literate scientist, SWM, 35, seeks a spirited, intelligent woman, 27-37, who loves good conversation, books, and the outdoors for a long-term relationship. I'm thoughtful, verbal, enthusiastic, and honest. Social graces not my strong suit, but very loyal and responsive to friends. Write Guardian Box #554F.

SWF Looking for a Match

Let's burn to embers that glow forever. We are sensible, successful, great looking professionals all day and affectionate, talkative, passionate, playful friends at night. You're a single WM over 35. Guardian Box #555F.

56 y.o. woman, out-going golfer, likes movies, TV, music would like to meet solvent man with same interests for relationship. Guardian Box #556.

Science Marches On

A new process developed by our scientists at Olva Belvetta, now enables the public to experience the first scratch and sniff personal ad. Rubbing this personal ad test strip with your fingernail releases aerospites which when held close to your nose and inhaled will enable you to briefly envision the subject impregnated on to the test strip. On with the test — scratch at will. Hazy — yes a little. But you should be seeing a 30 year old WM with miles of smiles, Dolby, not inert, nice-looking, sort of outdoorsy, radioactive heart/romantic, no no no, he's no flying squirrel but he's looking for a similar 22-30 year old WF who's warm, active, easy going, attractive. We at OV hope that you enjoyed this test sample because, as we say in the lab, "You'll never know what will happen until you mix it." For warranty information write: Guardian Box #552.

30 y.o. Jewish Super-Hero

Tall dark handsome, posing as aspiring artist/entrepreneur wants a tall dynamic Jewish woman to share adventure mystery and romance, happily ever after. Guardian Box #629.

Handsome, well-groomed single gentleman, 5'9", mid-40's, intelligent, well-educated, trim, seeks refined married woman for discreet sharing of thoughts, feelings, autumn leaves, winter music, times to remember. Guardian Box #628F.

WF, 33 looking for wild and crazy guy for grown-up relationship. Must be politically progressive, attractive and outgoing. Foolish behavior a plus. I am pretty, intelligent, witty, down to earth and independent — a real catch! But don't take my word for it, write Guardian Box #557.

Very Strong

male, tall, trim, headsome, considerate and sensitive, seeks attractive, slender woman, 18-30, with special desires and fantasies for a relationship based on mutual satisfaction, genuine affection, trust, honesty and caring. My interests include motorcycling, psychology, outdoor recreation, and continuing education. Phone a must. Photo appreciated. POB 233, 1850 Union St. San Francisco 94123.

East Bay Man

Sensitive, gentle, professional single WM early 50s, tall, trim, monogamous with positive spiritual outlook on life. Interested in dining, dancing, theatre, art, conversation etc. Seeking attractive, trim, single WF 40-50 y.o. who has similar qualities and interests for possible long-term relationship. Photo appreciated. POB 533, Oakland, CA 94668.

Professional

Professional WF late 30s seeks professional WM. I am tall, striking, educated with sense of humor; for relationship. Photo preferred. POB 9792, Berkeley 94709.

Intimacy

Loving, open male psychotherapist, 36, 6'2", attractive, slender, blue-eyed & blond, seeks a loving, open woman for deep friendship, nature walks, sharing & exploring spiritual & metaphysical interests, understanding and love. Please write! Gary, Box 4040, Berkeley, CA 94704.

You'll Probably Like Me

SWM, 33, monogamous, capable, solvent, handsome, tall, slender, good sense of humor, serious side. Like people, socializing, discussion, quiet times, books, board games, camping, comedy. I am spiritually oriented, course in miracles, meditation, est graduate. I know who I am and like myself. Am warm, compassionate, understanding. I seek a well-adjusted, intelligent, attractive woman 23 to 35 with similar interests & qualities, for friendship & romance. No anger addicts. I will respond to all letters. Will, Box 4040, Berkeley, CA 94704.

Englishman

originally from London, 25, reasonable looks, seeks quiet young lady for lasting relationship. Am very good natured, understanding and friendly, well-travelled, educated, with varied interests. No drink, drugs or smoking. Please reply: 495 Ellis #1020, San Francisco 94102.

Body Fine — Soul Wants More

WM, secure, healthy, attractive (beautiful on good days), athletic, intellectual, sensuous, enjoys humor, intimate conversation, has primary relationship but yearns to explore more with sympatico woman valuing quality time. PO Box 7361 Berkeley 94707.

Attractive bi married white male, 29, seeks friendship of the same. South San Francisco locale. Guardian Box #520.

Lust To Love

Attractive male, Ivy educated, unassuming, part-time professional, slender, 29 going on 19 (and 35), with endearing neuroses. Seeks intelligent, attractive, healthy SF female, who prefers fun instead of games. Exchange photos. Respond to Guardian Box #703.

"You really dance crazy for someone who is usually so demure." — a recent review. SWF, 31, overachiever, invites a perceptive SWM to look beyond the obvious. You are 29-40, witty, energetic and committed to your work and friends, but looking for more. Me? Tall, pixieish, quiet, candid, a movie maven. Let's talk, listen to classics & R&R, hike. But first, let's meet. Guardian Box #521.

IntelliLady looking for IntelliGent. Vibrant 34 year old globe-trotterette seeks adventurous new terrain. You exude warmth, wit and uncommon sense (scents?) P.S.: I have green eyes and Tina Turner legs. Guardian Box #549.

Never thought I'd try this but... Bright attractive, funny (& embarrassed right now) 31 JF enjoys theatre, film, art, dance, restaurants, dogs, beaches & scooters, would like to share with attractive sensitive kind funny man who is comfortable with the notion of commitment, Jewish soul mate for New Year. Guardian Box #550.

Single BM, 26 left-intellectual looking for woman of any race who is: vibrant, fun, enjoys music, dancing, romance, conversation, culture, doesn't mind a little politics. Send a photo please! I will do the same. P.S.: before I forget, send a little bio to help the conversation on our first meeting. Gracias senorita. Ciao. Guardian Box #626.

Nectarines

are my favorite fruit. I can pick the sweet ones out almost all the time. I wish it were as easy for me with women. But I haven't given up. Not this WJM, 32, curly handsome and clever. Nor shall I give up my search for a nectarine woman, smart and sassy, beautiful on the outside, and ever, ever so sweet right down to the seed in the middle, which we could plant together. Guardian Box #529F.

Vasectomy

Natural woman wanted by man who cares. I'm 40, 5'8". We're both talented, unconventional, slender, easy-going, with a sense of humor. Our love could last a very long time. 4411 Geary #92, SF 94118.

Excitable boy born 1950 desires gourmet girl to make footprints with along the beach. J.J. Box 387 Millbrae 94030.

The Mask

"'Put off that mask of burning gold with emerald eyes.' 'O no, my dear, you make so bold to find if hearts be wild and wise, and yet not cold.'" Unmasked, unwaverenly seek voyager with sinuous 5'6" of finely tuned body. Ever kaleidoscopic; luminous with infinite colored designs — though so many riverbanks await his fluid grace. I yearn for his wit and sorrow, fatique; his real face. Cherisher, Box 179, 2124 Kittredge, Berkeley.

Sensitive Male

28 yrs, attractive, intelligent; seeks relationship with assertive woman who wants to be treated with the respect which is due her. 537 Jones #9466, SF 94102.

Read This Carefully

SBM, disabled (wheelchair), 44, sensitive, community activist, transplanted NYer. Enjoys straight-ahead jazz, Woody Allen humor, humanistic science fiction, psychological detective stories. Seeks woman who is articulate, open, independent, nonsmoking, socially aware for loving sexual friendship. POB 4225, Berkeley, CA 94704.

Wanted: a good man my age (woman 47) near Berkeley — like me trim attractive fit non-smoker/drinker lusty lover curious playful friend at home city/wilderness enjoys dancing, backpacking, music, peace, quiet ready for committed monogamous relationship. 1078 Main PO Berkeley 94701.

Uncle Sam has me in the wilds of Idaho, but my heart is in San Francisco. Single WM, 23, wants single WF's for friendship. Send letter and current photo to Guardian Box #544F.

35 WF blonde 5'9" seeks professional man that enjoys wine, the arts, gourmet cooking travel & friendship. Prefer high verbal serious but humorous man that wants a relationship that might last! Same height or taller. Send photo. Guardian Box #545F.

Unclaimed Treasure

Superb, attractive professional woman of unique East/West blend has everything she values except committed quality relationship. Man, 30s-40s having the right stuff to go for this treasure hasten to write: Guardian Box #546F.

Working class WM, 40, seeks friendship with class conscience woman who lives in East Bay. I'm into nature, fine arts, fitness, children. Guardian Box #547F.

Just One Good Man

Attractive, athletic, successful lawyer (5'10") seeking slender, good-looking and good-hearted woman in 30's with education, intelligence and humor who wants joy of marriage and having children together with fun travel and learning. I feel a little ridiculous in doing this. Perhaps you know of a good woman who would feel a little ridiculous responding to a classified ad, but who should respond to this one. I'm originally from the Midwest. Guardian Box #624F.

Salsa Dance Partner Wanted

Tall Cuban male seeks lady for dancing and more. Involves practice and club dancing. Guardian Box #515F.

Female diet and exercise partner sought by woman, 31. Self-aware feminist preferred. San Francisco. Guardian Box #514F.

Lonely T.V.

Attractive professional T.V., 37 years old, educated, love art, travelling, music, cooking and home life would like to meet good-looking male for a one to one relationship who is honest, professional and sincere 37-50. Guardian Box #704F.

M, 26, in love with the wilderness, classical guitar, hiking, climbing, X-C skiing. Enjoy modern art. Ecological concerns. Looking for a pretty woman with at least one of these in common. Guardian Box #548F.

Very successful professional, single WM, late 30's, can read w/o moving lips and count above 10 w/o taking off shoes, seeks slender, attractive woman, 28-35 who works hard plays hard and knows the difference. Real brains no drawback; no sense of humor would be. Smokers tolerated; Reagan voters not. Guardian Box #622F.

In Berkeley. Attractive, tall, slender, 24 year old sarcastic SJF who dislikes slow talking, fast movers, and California consciousness. Interested in traveling, story telling, and movies. Would like to meet normal guy, 23-35, non-smoker. Photo appreciated. Guardian Box #539F.

Stop — Look — & Learn

SWM looking for special lady to pamper and love. Me: tall, attractive, 33, romantic, crossdresser (did I sneak that in cleverly enough?) with great sense of humor. You: attractive, caring, open. Take the time to understand before you judge — could be very worthwhile. Guardian Box #538F.

Wonder Woman Seeks Superman

Do you work for a metropolitan newspaper, wear glasses and often find it necessary to change clothes in public at a moment's notice? If so, write POB 10078, Berkeley 94709.

Dutch Treat

Black professional male, 42, 5'11", 175, seeks physically fit woman for dining, concerts (jazz/classical), dancing. Age unimportant. Guardian Box #621F.

Couple

Couple, attractive, unmarried, sensual, who love to live, are looking for that unusual, like-spirited couple for friendship. We are active and enjoy dining and dancing. Send a photo please. POB 3359, Berkeley 94703.

Lost?

Professional, energetic, attractive, moviegoing, wining/dining, caring 35 SWF. Found 30-40 SWM with similar qualities? Write with photo. Guardian Box #537F.

Sweep Me Off My Feet

Man seeks woman to do just that with her brilliance, creativity, enthusiasm, and determination. I'm 29, Jewish, and a filmmaker. I'm nice-looking and fit, articulate and funny, with many interests. Guardian Box #533F.

I'm Easy

You think that's easy? 40 y.o. single M, world travelled, multi-lingual who hears the beat of an entirely different drummer seeks a woman. Who's not afraid — of being loved, of men or life itself. If you've transcended the conventional values of society, money, sex & drugs, believe that a man and a woman should expend their collective energies not competing with each other but rather loving each other and would be open to an unconventional relationship that's both loving & relational why not drop me a line. I could use some help being easy. POB 880292, SF 94188.

Shapely Classy Lady

with lots to give is hoping to meet enlightened gentleman about 50 years young — someone to share my love of life and the arts, perhaps to join my quest for the meaning of life. Guardian Box #619F.

Formerly a Nice Jewish Boy?

SWF, 32, intelligent well-educated professional, nonobserving Jew, seeks similar male 35-45. I'm short, zoftig, nice-looking, cuddly and caring. You're affectionate, feminist, warm, progressive but not self-righteous. We both like movies, Scrabble, food, opera, travel, non-strenuous outdoor fun. Write me a long revealing letter and I'll reply in kind. Guardian Box #618F.

This Is Romance?

You keep me honest (although I'm not always grateful), and I've pushed your limits more than once. Sometimes it's like mudwrestling, sometimes like skydiving, but always an adventure. And the energy goes on: two workaholics remembering how to play, sparking affectionate chaos in the kitchen, on the town, under the sun. We've even been boring together and loved it. Romance it is. Me: tall, blond, attractive, straight WM, 28, reluctant Yup. You? Guardian Box #617F.

Garbo wants to be alone; I prefer curling up with good books, good music and a good man. Gregarious, bright, lively, dark-eyed, trim and attractive professional woman seeks successful, independent, kind single male, 40-60, with similar preference. Guardian Box #535F.

Flirtatious, outgoing, assertive — a woman who makes things happen. I enjoy gardening, making jam, cuddling by the fire and keeping active (dancing, camping, bicycling). Seeking confident, physically active and affectionate non-smoking male playmate (25-35) who can handle a challenge. Photo appreciated. Guardian Box #534F.

Let's Rock Out

at our favorite rock clubs and concerts. If you're a SWM rock and roll junkie, 28-40, professional, good looking, sensitive, high energy, and great on the dance floor, I'd love to rock out with you! I'm a SWF, professional, 30's, foxy, high energy, with an insatiable appetite for rock and roll, reggae, running, and romance. If you can handle this, let's rock out! Photo appreciated. I will answer all replies. Guardian Box #553.

Strong C-W Dance Leader 30

5'8" 150 lbs. seeks dance partner/special friend, attractive, slender. Guardian Box #532F.

Seeking: Fit/trim woman, 35+ who likes to dance & dances well. (Touch, disco, swing, rock, ballroom, etc.) I, 5:6. You can be taller. Guardian Box #531F.

Beautiful, successful, professional... if you believe these to be important qualities, please find another ad! Straight WF, 31, European, low-budget world-traveller (not travelling now but still on a low-budget), attractive, witty, loves to laugh, dance (rock, new wave), cook, meet people and make love instead of just having sex, seeks straight WM with a sense of humor, feminist inclinations, a whim for life's absurdity and a desire for a good, honest relationship. Guardian Box #530.

Zinfandel and Me?

SWF mid-30's professional seeks wine-tasting partner. Frequent hiker, well-read, interested in politics, dedicated film-goer, closet MTV viewer seeks dashing unattached man with similar interests. Guardian Box #528F.

Bi and Shy

Masculine, gentle (even tender), seeking quiet loving relationship with happy M/F or couple, East Bay. I'm 5'8", trim, single after many years, have varied interests. Prefer stable friends over 30 who, like me, have more interest than experience. D.A., Box 7675, Berkeley 94707.

Safe, discreet, W/M 30, wishes relationship with sexy grandma (race unimportant). P/p. 2022 Taraval #3234 SF 94116.

Outstanding Guy Has Herpes!

Outstanding nice guy, DWM with kids grown, non-nerd engineer with two degrees, travelled 35 countries, part-time jogger/jazz musician, hopelessly heterosexual, seeks outstanding nice lady with herpes (or unafraid of it) for low-key pleasant activities. I'm tired of the complications of being isolated in the closet. If you are too, please drop me a line. I'll try to answer all letters. Thanks. Guardian Box #523.

Invest Now

Petite, pretty, sophisticated and saucy professional (35), possessing spontaneity, warmth, wit, integrity and intelligence seeks tall, bright, non-smoking single JM professional who's 34-40, honest, funny, incurably romantic and people oriented, who wants kids and is ready for risks. Invest now in an intimate bond paying many handsome dividends lasting into old age. Guardian Box #616F.

It Starts With One Hello

Attractive, Asian female, 28, enjoys movies, shopping antiques, music, bikerides, and traveling. Seeks male, 25-35, comfortable with self and life. Photo/description. Guardian Box #524F.

Kids Kids

Lookin for that rare woman who loves kids enough to let them grow with the fewest restrictions (safety, my territory). To have some, with psychologist/worldsaver. Photo appreciated. Guardian Box #525F.

Sensational, sexy, SWF, slender, stylish, sophisticated, smart, successful, sensual, spirited, self-expressive, silly, sincere, sensitive, spiritual, supportive, seeking similar smokeless SM (35-45). Guardian Box #526F.

Che Bella!

You are SWM 40-50, physically, emotionally, financially sound. You are educated, verbal, essentially serious with a silly streak, spontaneous sensible, stable but not predictable. Seeking a partner in life. I am SWF, slender, affectionate, playful, spirited, irreverent, spontaneous, outgoing and much better looking than Bella Abzug. Write with photo. PO Box 7366 Berkeley 94707.

A Natural High

The mist, the moon and starlight, my kind of magic. The gentle crackle of an open fire and soft wind, my kind of song. If you've got nature in your heart and would like to explore it, you might be the one to make me whole. I am a 36 year old WM, an inch over 6' tall, an ounce or two under 180 lbs., and not at all hard on the eyes. Fate's been kind and I have more wealth than I should have and soon will retire to do all the crazy things people dream about, but it will be a long, lonely journey if I have to make it alone. So if you are a special miss, 20-30, happy with the way you look and feel, but perhaps ready to share yourself with someone nice, take the time to meet me. You write and I'll respond, and we can sit somewhere and talk. Maybe a friendship will grow, or maybe more — at least we will have tried. Write 633 Post St. #395, SF 94109.

SWM 30, university prof., joyful, caring, positive, attractive, healthy, sensual, creative, spiritual and fun seeks woman of light for deep sharing, perhaps life. All photos returned, letters answered. Guardian Box #527.

W/M — dreamer, sensual, open, vulnerable, caring; enjoy touching, feelings, intimacy. I'm quiet, 5-11, 140 lbs., forties, secure. Tired of glamour and games. Looking for a caring relationship — sharing dreams, making love, expressing feelings, growing closer. Al, POB 2505, Menlo Park, CA 94026.

Co-Pilot Wanted For Romance

WM 32, professional, in need of female co-pilot to share romance and adventure in the air and on the ground. I'm tall, slim, goodlooking, intelligent and warmhearted, as is the woman I seek. If you are not afraid of flying or long-term commitment please reply to POB 62377, Sunnyvale 94088.

PHSMFSB

(Please help save me from singles bars.) SJF, 38, recently moved here and would like to meet a man 38ish-45ish to be my best friend-plus. Share hiking, classical music, theatre, sailing, travel, quiet evenings, exploring, good laughs. Like me I prefer someone whose politics are slightly left of center, non-smoker, whose serious side is balanced with a sense of humor and friendly nature and is in the 50% tax bracket. Looks are of no importance but height needs to be in proportion to weight. I'm 5'2" eyes of blue and am told that I'm attractive, bright, outgoing and warm. Guardian Box #540F.

Attractive woman, writer/therapist, early 40's (though hates to admit it) is tired of feeling isolated. I live in the country, about an hour north of San Francisco. My life involves work, friends and many good things, but also feel need for committed relationship. Would enjoy meeting an independent, direct, thoughtful man whose politics are left of center, who can be both serious and humorous, and who is tolerant of cats. I enjoy good conversation, informality, old bookstores, the arts and all things Irish. Also, taking the time to develop a sense of friendship is important for me. Have no interest in est enthusiasts, Social Darwinists or devotees of newly invented religions. If it sounds like there's a fit, please write Guardian Box #541F. Photo appreciated but not essential. Will return.

SJM seeks slender or petite female companion 26 to 36 who is bright, sensitive, good humored conversant, attractive. I'm 37 professional into filmmaking, skiing, biking, architecture, trains, business and beautiful eyes. Guardian Box #543F.

Passionate, smart, and down to earth Jewish man 33, with nice brown eyes, wants to date and (even) fall in love and settle down with a shapely, smart and independent woman 23-35+ who dreams of fiery romance and also wants a good relationship with a man who knows how to treat a woman. Prefer no prior children and non-smoker. I value kindness, honesty, spontaneity, warmth, humor, being organized. Speak further? David, Guardian Box #542.

Two handsome, semi-athletic, adventurous, well travelled, successful but quite unconventional, entrepreneurs, ages 28 and 38, wish to meet two special women for friendship, starting with a lazy, delightful afternoon/evening of Bay sailing, swimming, conversation, champagne, potluck picnic, and candlelight dinner. You two should be attractive, self confident, physically fit, know some good jokes, and possess playful, adventurous spirits. Guardian Box #623F.

Tired Of the Bar Scene

Single Jewish male, 36, professional, nice-looking, warm, sensitive and affectionate. I enjoy music, especially jazz, sports, eating out, theater, good conversation, laughing and romance. I like myself and my job, but I miss someone special in my life. Seeking an attractive, intelligent female counterpart to share life's ups and downs. No game players, herpes, or persons undergoing therapy. Photo please. Guardian Box #625.

Bar exam 85. Single WF 32 seeks single WM 27-42, 5'8"+, study/fun partnership. POB 11362 SF 94101.

Single WF, 30s, tall, Rubenesque, warm, intelligent, lonely. I'm widely traveled, like music and fishing, reading and baseball, theater and hiking. If you're single, intelligent, witty, gentle, empathetic; if you prefer small groups to large, if you like being alone, like sharing quiet (or not so quiet) times with special friends; if you feel friendships are a mixture of luck (in the meeting) and loving effort (in the lasting); if you are serious about life but believe a laugh is less heartless than tears; if you want someone to share your life, not monopolize it; then take the chance I took in writing this ad and write POB 27678, SF 94127.

Diamond In the Buff

Single WM, goodlooking, intelligent, considerate, athletic, sensual, humble seeks physically attractive, non-smoking, outdoorsy, romantic single woman, preferably 23-37. Picture, returned. Thanks. Guardian Box #633.

Goodlooking, slim, independent, professional divorced white JF, 41, interested in meeting honest, intelligent single WM 37-49. I love the outdoors, good music, traveling, rafting and nice people. I live on the Peninsula. Guardian Box #632F.

This Gun's For Hire

Physician, single WM, 26, seeks bright, serene Asian female for dancing in the dark. Likes: New Wave, dim sum. Dislikes: prima donnas, cruise missiles. All replies to Guardian Box #631. Answered promptly.

San Francisco single WF, intelligent, professional, dramatic, gentle, spiritually aware, wishes to meet single male 40+ who is self-aware, solvent, communicative, non-smoker. Guardian Box #627F.

Introspective man, 37, would like to know and be known by a woman, 21-35, in long-term relationship. Interested in hearing your feelings. Not a macho prince, not seeking a princess. Short, bearded, no tobacco or drugs, strong preference against alcohol, omnivorous; interested in language, Buddhism; enjoy hiking at Point Reyes; Berkeley. Guardian Box #559F.

Are you are an attractive, intelligent single woman, 20-30, who loves the outdoors, penetrating conversations, romantic evenings and adventures of all sorts? If so, we may want to meet. I am a SWM, 31 (theoretically), good-looking, witty, athletic, curious and very smart. I am not a Republican. Photo appreciated. Guardian Box #558F.

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This time try our objective approach. M.T.E.'s methodology will improve your life and life-style with effective socializing, professional seminars and complete dating concepts. Call (415) 927-1562 for an invitation to elegance, style and the vehicle to meet the right people (through Meet The Elite).

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Existentially oriented group for individuals deeply committed to their personal growth. Appropriate for men and women who are in personal therapy or have therapy experience. Seasoned therapist. Sliding scale. Individual psychotherapy also available. Abigail A. Grafton, MFCC (#M-7697). (415) 453-7220.

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Have you ever been the victim of a con? Do your friends think you naive? Gullible? Airy fairy? Do feelings of needing to please or be perfect leave you exhausted? I am a psychotherapist specializing in how to stop being used and abused. Sliding scale, insurance. Donna Blethen, M.F.C.C. (#MV-6891), San Francisco. (415) 474-3138.

Freaked about Herpes? See PERSONAL GROWTH, HEALTH & WELLNESS classification.

Therapy Group For Women
to explore issues of identity, intimacy and achievement. Starts in October in Oakland on Monday evenings. $15 per session. Jackie Berry, MFCC (lic. #MH-19305), 652-0246; Cathel Kirchgassner, M.A., 841-6500.

Art Psychotherapy
Learn how to creatively resolve life crises, identity and relationship issues or career changes through the combined use of art and psychodynamically oriented psychotherapy. Eight years experience in field. Sliding scale fee. Jackie Berry, MFCC (lic. #MH-19305), 652-0246 or 658-1749.

Coming Out Group
for women over 30 who wish to deal with such issues as coming out to family and friends, recognizing and dealing with internalized homophobia and initiating a lesbian relationship. Contact Robby Robinson, M.S.W., 387-6094.

Women in Transition
Do you want to make personal changes in your relationships, family roles and responsibilities or career goals, but are you finding it difficult? If you want to explore your fears of changing and taking risks, then take this opportunity to share your struggles and find new solutions in a supportive atmosphere. Individual sessions. Sliding scale. Nikki Cohn Tureen, MFCC (lic. #M-18111). 931-3129.

Letting Go and Moving On
Ten week group forming for dealing with breaking up. Oakland. Karin Wandrei, LCSW, 839-1097.

Women's Therapy Group
A group focusing on becoming your own person in relationship to others and in relationship to yourself. We introduce some skills in the building of power — a sharing, caring form of power rather than the power of domination and manipulation. San Francisco, Thursdays, 7:30 pm. Questions? Telephone Patricia Bixby, L.C.S.W. (#LQ-001495), 285-4279.

Depressed Group, SF
Unique and successful format helps you shift from the self absorption of being depressed to re-entry into the world of the living. Sliding scale fee, insurance accepted. Bill Roller, MFCC, Bill Robbins, MFCC, 525-9215.

Dependency/Autonomy Issues
Sliding scale psychotherapy specializing in work with women, students. Also procrastination, sexual preference/identity concerns. Patrice Forte, M.F.C.C. 841-6500.

Therapy Groups for Therapists
Open to counseling/mental health professionals and trainees. For personal and work-related issues. Ongoing groups meeting Tuesdays or Wednesdays.
Led by Arthur Raisman, Ph.D., licensed clinical psychologist (#PB-7795), Assistant Clinical Professor, UCSF.
San Francisco, 567-9375.

Therapy Group
Men and women. Supportive setting for increasing self-awareness, interpersonal growth. Berkeley, Wednesday evenings, $15/session. Mary Bradford, 549-3832.

Relationship Counseling
Focus on relationships affected by assertiveness, self esteem, sexuality, career, power and communication issues. Individual, couples, families, women's therapy group. Jessica Kirk, MFCC, 221-3333, San Francisco.

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Low Fee Psychotherapy
Individual, couple, adolescent and family counseling available with experienced psychology intern. Sliding scale fee beginning at $15. Steve Smith, psychology assistant (#SB-9552). 321-9279, San Francisco.

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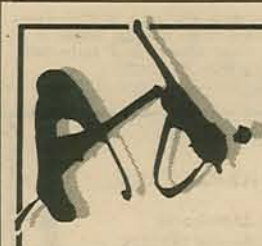
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Psychoanalytic psychotherapy, couple and family therapy, psychotherapy group for men and women. Licensed psychologist, Marriage, Family and Child Counselors. Easy access via public and private transportation. 839-9771.

Single Adults Therapy Group
The group addresses such issues as shyness and fear of rejection, breaking old patterns, being angry constructively, watching out for one's needs and handling loneliness. Alice Large, LCSW, and Joe Cristofalo, MFCC, 653-5665.

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Many of us who have been injured in love withdraw from the world and from openness to protect ourselves from further injury. After months and often years of "hiding out," we feel a growing sense of loneliness and despair that if we don't come out of hiding and open our hearts to the possibility of love, a part of us deep down inside will remain tragically unfulfilled.

I have described this painful experience in a very poetic and deeply moving lecture I wrote several years ago. Before you decide on a therapist for either private or group work, please call **848-7678** day or night, and you will be able to listen to this 30-minute lecture over the phone completely free of charge and without any obligation.



of the week

■AUTHORS/RESEARCHERS

Former Berkeley Barb-arians
Editors, reporters and photographers: your experiences and memories of the Barb are needed for a graduate thesis on the paper's history. Call 648-9228 or write Guardian Box #801.

In-Depth Psychotherapy
Jungian oriented therapy focusing on growth in self, relationships, work. Explore feelings, needs, old wounds, new potential in safe, supportive atmosphere. Alexis Rabourn, M.F.C.C. (#MI-15570), 864-1061.

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NOW FORMING: Women's Group, especially for women who want to understand what stands in their way of self realization. ONGOING GROUPS: Group for Singles, Process Oriented Support Group.

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Release your ability to experience pleasure, feel more alive and learn how to manage stress through an integration of bodywork and verbal analysis. Offices in Marin and SF. Insurance accepted.

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Work on improving communication, increasing intimacy and getting past stuck places in your relationship. Monday evenings, East Bay. Jay Earley, Ph.D., 540-5338.

Body/Mind/Spirit Integration
using Jungian-oriented psychotherapy. Specialties: eating disorders, relationships, dreamwork, life/spiritual transitions, women's issues. Sliding scale, insurance accepted. Selene Mitlyng, M.A., MFCC Intern. 386-5108, 387-7699.

Growth Group Needs More Men
. . . who are looking for a supportive environment to make the journey back from loneliness and isolation to warm and intimate relationships that enhance rather than stifle growth. Five women and one man are presently in the group. Led by a licensed therapist with ten years of experience. Wednesdays, 8-10 pm, Berkeley, sliding fee scale. Private therapy also available. Michael Walley, M.A. (lic. #MX-6430), 848-2686.

Jungian Oriented Therapy
In-depth work with individuals and couples. Special experience with women, students and the disabled. Vocational counseling and career planning also available. Offices in SF and Berkeley. Sliding scale, insurance accepted. Karen Rose, licensed MFCC (#MJ-19122). 841-6500 X558.

Bioenergetic Therapy Group
Six weeks, $35 for two-hour session.
Golda Michelson, LCSW, MFCC.
Maggie Northcott, LCSW, Certified Bioenergetic Analyst.
Call Golda Michelson for further information: 924-6084.

Therapy with a Smile
Psychotherapist with twenty years experience and a sense of humor. Jim Horewitz, M.D., 653-6548.

Art Therapy
A verbal and nonverbal approach to counseling with children, adolescents, adults, couples and families. Alex Silberstein, A.T.R., MFCC (#MX-17584), 843-5624.



THERAPY GROUP FOR WOMEN

A safe, supportive group in which to focus on intimacy, self-esteem, assertiveness, releasing hurt and exploring new options.
Sarah Gillen, MFCC
563-0645

Therapy Groups For Women
Small, long-term. Problem areas: depression, isolation, anger, intimacy/autonomy, etc. Two-hour weekly session, $15. Sami Gray, M.S. 564-6359.

Incest Survivors
Long term support group forming for women who are survivors of childhood incest. Previous therapy or group experience preferred. If interested please call Alice Essman, 626-3131, or Ruth Palmer, 654-5209.

GROWTH ISSUES: Men's Therapy Group

An ongoing, limited-member group now forming for men who want to share meaningful tasks of growth and self-affirmation. Thursday evenings in Berkeley.

Rich Wanner, Ph.D.
Licensed Clinical Psychologist
(#PY-7610)
841-7299

Holistic Counseling
Development of inner resources to enhance body-mind-spirit integration using psychotherapeutic and East/West approaches. Specialties: communication skills issues, relationship dynamics, depression, self esteem, emotional release work. Ron Fox, M.A., MFCC Intern (#IR-006150). Sliding scale. SF, Berkeley. 751-6714.

Buddhist Psychotherapist
New openings. Experienced, licensed psychologist with ten years meditation experience. Insurance. John Welwood, Ph.D., author: *Awakening the Heart.* 731-4785.

Cognitive Therapy
A new approach to improving mood by changing the way you think. Licensed Ph.D. psychologist (#PR-7275) trained at University of Pennsylvania. Private office in San Francisco. Dr. Jacqueline Persons, 922-6657.

Weekend Workshop
Communication, self concept. October 13-14. Cost $95. Call 332-6187, Franz Gutwenger, Neurolinguistic consultant.

Therapist — Inner Sunset
In-depth and brief psychotherapy for individuals and couples. Specializing in self esteem, relationships, women's development, eating disorders and problems of entrepreneurs and creative people. Sliding scale. Sara Alexander, M.A., MFCC Intern, 759-9975.

■FITNESS & CONDITIONING

Let's Work That Body
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■HEALTH & WELLNESS

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■HYPNOSIS

A women's approach to Ericksonian hypnosis. Work through issues of incest, child abuse, poor self-esteem. Susie Woody, 474-2485.

Your Power is Within You
Take charge of your life and make positive changes. Learn to use your mind power to be healthy, happy and successful. Rolland M. Lim, Ph.D. Behavior Counselor and Certified Hypnotherapist (HT-1180-283) in SF. Free brochure 751-7283.

Certified Hypnotherapist. Professional, ethical, gimmickless. Free brochure/consultation. Strengthen your ego/awareness. John Hart 428-0770.

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Consultation/brochure/cassettes. Self-hypnosis, weight, smoking, memory, confidence, stress, creativity, E.S.P., reincarnation, more. Certified. (415) 885-4752.

Magical Transformations
Hypnosis can help you make Magical Transformations in your habits, stress-level, abilities, options and self-esteem. Nancy Berman, M.A. certified hypnotherapist, 548-7323. Reasonable rates.

Past Life Regressions
Release stuck energy around money, relationships, power. Marilyn King, Ph.D., licensed psychologist (#PX-5908), 564-7789. (SF).

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Develop new ways to be through accessing your inner mind.
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Former DJ, student of psychology and astrology, will record cassette tape for you based on questionnaire. Karen Minix Enterprises, PO Box 3190 SF 94119.

■PAINTING/PAPERING

Womanpower Painting
and Wallpapering. Custom interiors/exteriors. Nine years experience. State contractor's license #396676. Free estimates. 561-9389.

Home and apartment renewal. See SERVICES: HANDYPEOPLE.

"SEDUCTION"
call
or 976-2442
976-2000
90 Second Message changed every 4 hours
Available 24 hours
$.95 charge on your phone bill

Original Golden Bear Painting. Interior/exterior. Reasonable rates, free estimates. Quality work. Jeff, 752-3480 — Ken, 282-2659.

Painting. Also general carpentry, repairs, cabinet making. Reasonable, experienced. Renovation Collective, 826-8371.

■PHONE/MAIL

Mail Box Rentals
Box rentals $5, $6, $7/month. 24 hour message service, $12/month. Serving the Mission and Bernal Heights. 550-8506.

■PHOTO/FILM/VIDEO

SPECIAL PHOTOGRAPHY FOR SPECIAL PEOPLE

A PROFESSIONAL & ARTISTIC Portraiture & Portfolio Service

— Boudoir Portraits a Specialty —

Studio quality in the comfort and privacy of your home. Reasonable Rates • Free Consultation Satisfaction Guaranteed

Call for Free Brochure

MORGAN COWIN 648-2600

Headshots $35
Models, actors. Complete portfolio photography available in studio or location. Tim Wade Photography, (415) 563-0428.

Portfolios
Models, dancers, artists and musicians. Low rates. 431-6758.

Video Tape of Special Events
Professional and creative video. Parties banquets, seminars and special promotions. Weddings and unique gifts. Reasonable rates. Free estimates. Video Unlimited, 459-5153.

Your Event On Video
Weddings, concerts, interviews, parties etc. Titles and dubbed soundtrack. High quality half-inch VHS. Steve, 863-9675.

Portfolio and composite photos for models and actors. Five B&W 8X10s, $45. Call Woody, 673-1079.

■PIANO

Expert Tune-Up
Get your piano tuned now! I also repair and re-string pianos. Bruce Trummel, (415) 864-4981.

■PLUMBING

Competitive Plumbing
Service — repairs, drains. Call Grace, 641-4740. Construction — water, gas and sprinklers. John, 824-0344. Free estimates.

Now They See You!
Become visible instantly by advertising in Guardian Classified. Every week more than 180,000 readers will see your ad. Call today for more information. 824-2506.

PLUMBING
Water, Gas, Bath
Remodel • Repair
Kendall Plumbing
584-0805
Lic. #426689

■ROOFING

Roofing, all types. Quick, reliable service. Good references, fair prices. Guaranteed. 550-8506.

■SERVICES TO EXCHANGE

Attractive but starving young actor seeks photographer (amateur OK). Will exchange my time for your pictures or negatives. Call Randy at 567-7041.

■SIGNS

Signs! Signs! Signs! Signs!
Quality signs. Windows, banners, truck lettering. High quality, fair prices. Gretchen, 530-3112.

■SERVICES WANTED

Typewriter Repair Needed
The Bay Guardian will exchange advertising space for quality typewriter repairs. References required. Contact David Goldsmith, Editorial Coordinator, Bay Guardian, 2700 19th St., SF 94110. 824-7660.

Typesetter Repair Genius
The Bay Guardian needs a mechanic experienced on Compugraphic 7500, 2750 and Comp IV phototypesetting machines to do periodic maintenance and repairs. Call Ellen or Dedene at 824-7660.

■TYPING

For Writers/Organizations
Mailing lists, labels. Update, sort, select. Manuscripts: drafts, revisions, final copy. Allergy-disabled feminist. Polly, 661-3888.

Expert Typing
Professional secretarial services. IBM correcting Selectric. Twelve type faces. Perfect copy assured. Deadlines met. 751-5783.

Lexicon
Letters, resumes, thesis, manuscripts, legal documents typed and edited to perfection. Call 864-2269.

Word/data processing, typing, editing, transcription. Accuracy guaranteed. Sliding scale. Wordrunner, 386-8363.

Professional Typing
Light editing. Heavy typing. High quality. Free advice. (Smile) affordable rates. Call Roberta, 821-6527.

Manuscript Typing Specialist
Novels, scripts, theses — 80¢ per double spaced page. Your manuscript will be given the professional care it deserves. 829-1360.

Typed to Perfection
The dedicated professional service for your business, personal, academic needs — and at reasonable rates! Convenient central SF location. Call Kristi, 563-3950.

Word & Data Processing
Complete data and word processing services for businesses and individuals. Integral Data. Curt Philips, 821-6846.

Superlative Word Processing
by literate, experienced professional. Easy revisions. Business, academic, legal, resumes, manuscripts. Good rates! Call anytime, 824-7736.

Gourmet word processing. Anything that can be typed. Professional care. Guaranteed satisfaction. Perfect Pages, 648-6084.

Androgynous Word Processing
Dual-drive computer with magnetic personality seeks data for serious input/output. User-friendly software; hardware bug-free. I don't play games. The Spinning Disk: 421-0286.

Word Processing Services
Top quality. Easy San Francisco location. Close attention to detail. Susan, 776-3692.

QUICK WORD
Special $15
Any Resume
Similar Discount
on Other
WORD PROCESSING
Expires Oct. 31
233 SANSOME SUITE (605)
982-1722

TRANSPORT

■AUTOS

Honda Civic
'76 Hatchback. Solid car. $1,750 or b.o. 566-9529.

'78 Saab
99 EMS, clean, sunroof, stereo. $4,800/best offer. 820-8340.

'73 Ghia Convertible
Rebuilt engine, new brakes, tires, gas tank. Excellent condition. $6,200/best offer. 474-0646.

Mazda RX7GS '81 Blk Sunrf
Xtras. Five speed. $9K. 566-9529.

'70 VW Bug — rebuilt engine and clutch with only 12,000 miles. New interior, good body. Reliable transportation. $1,701/best offer. 558-8117, evenings.

'72 Datsun B110
Good city car, easy to park, four speed, FM radio, runs, $500 or best offer. Please don't panic if a machine answers at 826-7730.

Special Car
for special person. 1959 Mercedes 190SL sports convertible. Good body and engine. $7,000/b.o. Bruce, 621-6525, days; 587-2359, evenings.

Great Lookin'!
Subaru, '78, FM-AM cassette, new radials, clean inside/out. Needs engine work. $1500/b.o. 626-1906.

Original Owner '71 VW Bug
Excellent condition, rebuilt engine, new tires. $1800/b.o. 521-8426.

'77 Dodge Colt
Runs great, manual transmission, two door, brand new battery, good engine, tires, brakes, clutch. Bike rack included. $950. Beth, 285-8136.

■MOTORCYCLES

'79 Yamaha 750 Special. Excellent condition. Full fairing, Samsonite luggage and safety bars. $1500. Call 282-9667, leave message.

■PARTS & SERVICES

The Bug Doctor
House calls only ½-price VW repair, tune-up, brakes, clutch, trouble shooting. 731-1084.

VW '66 Bug Parts Blown Engine
All new German brake system, steel belted tires, other good parts. $280/b.o. 641-5813.

Auto Detailing
Maintain your car's value. Cleaning, polishing and/or waxing. Reasonable rates. Robert, 775-8267.

■VANS & CAMPERS

Budget touring Europe? Buy 1975 VW camper, Holland. Call evenings. 668-0640.

LEGAL NOTICES

Guardian Classified can publish legal notices for the City and County of San Francisco only. To place your notice at our low charter rates, call 824-2506.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82248

The following person is doing business as A-BEAR'S BUSINESS SERVICES, 70 Hartford, San Francisco, CA 94114: David M. Hebert, 70 Hartford, San Francisco, CA 94114. This business is conducted by an individual. Signed David M. Hebert.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Robert M. Kane on Sept. 13, 1984.

Sept. 26, Oct. 3, 10, 17, 1984. L-18492

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82231

The following person is doing business as MERMAID PRODUCTIONS, 118 King, San Francisco, CA 94107: Molly Hogan, Houseboat Willa, Eagle Harbor, Bainbridge Island, WA 98110. This business is conducted by an individual. Signed Molly Hogan.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Michael Richardson on Sept. 12, 1984.

Sept. 26, Oct. 3, 10, 17, 1984. L-18493

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82236

The following person is doing business as WESTERN LINE, 307 Third Ave. #3, San Francisco, CA 94118: Michael W. Pool, 307 Third Ave. #3, San Francisco, CA 94118. This business is conducted by an individual. Signed Michael W. Pool.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Robert M. Kane on Sept. 12, 1984.

Sept. 26, Oct. 3, 10, 17, 1984. L-18491

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82306

The following person is doing business as CAFE SOCIETY, 450 Powell, San Francisco, CA 94102: Katherine Hunter, 1955 Leavenworth, San Francisco, CA 94133. This business is conducted by an individual. Signed Katherine Hunter.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Robert M. Kane on Sept. 17, 1984.

Sept. 26, Oct. 3, 10, 17, 1984. L-18494

Help!
You can find it fast by advertising in Guardian Classified. Our readers are ready to move with you. Call today for rate information. 824-2506.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82630

The following person is doing business as BAY AREA REAL ESTATE "FOR SALE BY OWNER," 225 Mullen, San Francisco, CA 94110: Lawrence Norman Cole, 225 Mullen, San Francisco, CA 94110. This business is conducted by an individual. Signed Lawrence N. Cole.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Carolyn J. Moran on Oct. 1, 1984.

Oct. 10, 17, 24, 31, 1984. L-18512

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82208

The following corporation is doing business as INTERNATIONAL DAILY NEWS, 950 Stockton, San Francisco, CA 94108: Chen International Publications (U.S.A.), Inc. (CA), 870 Monterey Pass Road, Monterey Park, CA 91754. This business is conducted by a corporation. Signed Chen International Publications (U.S.A.), Inc.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Robert M. Kane on Sept. 12, 1984.

Sept. 19, 26, Oct. 3, 10, 1984. L-18488

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82760

The following persons are doing business as TONGUE TAMERS, 711 Hyde #2, San Francisco, CA 94109: Heather Bostian, 711 Hyde #6, San Francisco, CA 94109; Bernard Vash Jr., 711 Hyde #6, San Francisco, CA 94109. This business is conducted by a general partnership. Signed Heather Bostian, Bernard J. Vash Jr.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Robert M. Kane on Oct. 4, 1984.

Oct. 10, 17, 24, 31, 1984. L-18516

SUMMONS
CASE NO. 827949

SUPERIOR COURT OF CALIFORNIA IN AND FOR THE CITY AND COUNTY OF SAN FRANCISCO. In re the marriage of the Petitioner: MARIA MUSSELS; and the Respondent: PERCY GERONIMO MUSSELS.
NOTICE! You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information below. If you wish to seek the advice of an attorney in this matter, you should do so promptly so that your response or pleading, if any, may be filed on time.
¡AVISO! Usted ha sido demandado. El tribunal puede decidir contra Ud. sin audiencia a menos que Ud. responda dentro de 30 dias. Lea la información que sigue. Si Usted desea solicitar el consejo de un abogado en este asunto, deberia hacerlo inmediatamente, de esta manera, su respuesta o alegación, si hay alguna, puede ser registrada a tiempo.
TO THE RESPONDENT: The petitioner has filed a petition concerning your marriage. If you fail to file a response within 30 days of the date this summons is served on you, your default may be entered and the court may enter a judgment containing injunctive or other orders concerning division of property, spousal support, child custody, child support, attorney fees, costs and such other relief as may be granted by the court. The garnishment of wages, taking of money or property, or other court authorized proceedings may also result.
Dated Aug. 14, 1984. Donald W. Dickinson, Clerk. By R.M. Kane, Deputy.

SUSAN PENA
3004 16th St. #105
San Francisco, CA 94103
(415) 864-8464
Attorney for Petitioner

Oct. 10, 17, 24, 31, 1984. L-18513

Deadline

Classified deadline is **FRIDAY, 2:00 PM SHARP** for the following Wednesday's issue. The deadline applies to payment, new copy, copy changes and cancellation and is strictly observed. Deadline for certain Legal Notices may be earlier. Ads not delivered by the deadline are held for the subsequent issue.

How to Place Your Ad

By Mail: Use the coupon below.
In Person: Stop by our office during the hours listed below. Always plenty of free parking.
Overnight: Seal your ad and payment in an envelope and drop it through the Bay Guardian's mail slot at the address below.
By Phone: Call during the hours listed below with *payment by credit card only.*

Rates

Complete payment must accompany all advertising and no refunds can be authorized after submission.

WORD RATES

Any word in Webster's Dictionary counts as one word. Most hyphenated words count as two words. Most abbreviations count as full, separate words. A phone number is one word. Punctuation is free. Printed in 6-point type, as a single paragraph, with grammatically necessary capitals and standard punctuation only.

RELATIONSHIPS CLASSIFICATION: 55¢ per word, $7 minimum. $7 copy change/cancellation charge.
COMMERCIAL/ORGANIZATION: 45¢ per word, $5.40 minimum. This rate applies if you charge money for a service, are advertising as a landlord or employer, or represent an organization.
PRIVATE PARTY: 30¢ per word, $3 minimum. This rate applies if you are advertising as an individual for something unrelated to your business.
HEADLINE: $4.05 flat charge. Printed in 7-point, bold-face type. Maximum 28 characters and spaces.

INCH RATES

Not available to private parties. Please contact us before placing Inch Rate advertising.
SEMI DISPLAY: $19 per column inch, plus design charge. Maximum 30 words per inch.
CLASSIFIED DISPLAY: $23 per column inch, plus applicable production charges. Maximum 20 words per inch. Size discounts available.

GUARDIAN BOXES

$3 per issue if you pick up your mail, **$8 per issue** if you want your mail forwarded. Write "Guardian Box _____" (we assign the number) as part of your ad and include payment for the three additional words. You'll receive detailed instructions promptly by mail.
READERS: Address Guardian Box replies to the given number, at 2700 19th St., SF, CA 94110. Boxes expire four weeks after the ad's publication.

FREQUENCY DISCOUNTS

RELATIONSHIPS CLASSIFICATION: 10% discount when you place the same ad in 2 or more consecutive issues; 20% for 4 issues; 30% for 10 issues.
ALL OTHERS: 10% discount for 4 issues; 20% for 10 issues; 30% for 25 issues; 40% for 50 issues.

Publication Standards

The Bay Guardian has the legal right to reject any advertising for any reason whatsoever. We will not edit the content of your ad without your knowledge. If it is unacceptable we will notify you and may give you the opportunity to rewrite it to our satisfaction.
Classification of all ads is entirely at our discretion and may be changed without notice. The priority of ads within each classification is random and cannot be pre-arranged.

Errors

We do not furnish proofs before publication, nor do we supply tear sheets after. It is your responsibility to check your ad promptly for accuracy.
If we make an error in the printing of your ad, we will correct it as soon as you notify us. If we think the error is serious enough to affect your ad's response, we will at our option publish it again (a maximum of twice) or allow you partial credit toward future advertising. However, we will make no allowances on purely aesthetic grounds or for inconsequential errors.

Headline ►
Text ►

ANONYMOUS ADS WILL BE REJECTED

Name _____
Mail Address _____

Weekday Phone _____

RATES MAY HAVE CHANGED — PLEASE SEE ABOVE | *(BG USE)*

_____ words @ 55¢ ($7 min.) _____
or @ 45¢ ($5.40 min.) _____
or @ 30¢ ($3 min.) _____
plus Headline ($4.05) _____
plus Guardian Box ($3 or $8) _____
Single Issue Subtotal _____
times _____ issues _____
less _____% discount _____
Total $ _____

Cut on broken line and mail entire coupon with payment to:
Guardian Classified
2700 19th Street
San Francisco, CA 94110-2189

Business Hours
Monday 12 noon-5 pm
Tues.-Thurs. 9 am-5 pm
Friday 9 am-2 pm

Suggested Classification

Telephone (415) 824-2506
Cross Streets Bryant & Potrero
Muni #27, 47, 33, 9, 22, 53

☐ I also want a one-year subscription for which I've enclosed *separate* payment of $40.

(FOR BG USE) | *(BG)*

☐Check or Money Order enclosed, or please charge my
☐MasterCard, ☐Visa, ☐American Express
Credit Card # _____
Expiration Date _____

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
NO. 828866

SUPERIOR COURT OF CALIFORNIA IN AND FOR THE CITY AND COUNTY OF SAN FRANCISCO.
In re the application of MASAYUKI DANO YOSHIKAWA and WENDY NELSON YOSHIKAWA for change of name.
Whereas the petition of Masayuki Dano Yoshikawa and Wendy Nelson Yoshikawa has been filed in court for an order changing their names from Masayuki Dano Yoshikawa and Wendy Nelson Yoshikawa to Masayuki Dano and Wendy Nelson Dano; now, therefore, it is hereby ordered that all persons interested in said matter do appear before this court in Department One on the 25th day of Oct., 1984, at 9 o'clock am to show cause why this application for change of name should not be granted.
Dated Sept. 7, 1984. Frank W. Shaw, Judge of the Superior Court.

Sept. 19, 26, Oct. 3, 10, 1984. L-18481

SUMMONS
CASE NO. 823466

SUPERIOR COURT OF CALIFORNIA IN AND FOR THE CITY AND COUNTY OF SAN FRANCISCO.
In re the marriage of the Petitioner: TROY WILLIAMS; and the Respondent: ROSSI STARLEIGH.
NOTICE! You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information below. If you wish to seek the advice of an attorney in this matter, you should do so promptly so that your response or pleading, if any, may be filed on time.
¡AVISO! Usted ha sido demandado. El tribunal puede decidir contra Ud. sin audiencia a menos que Ud. responda dentro de 30 dias. Lea la información que sigue. Si Usted desea solicitar el consejo de un abogado en este asunto, deberia hacerlo inmediatamente, de esta manera, su respuesta o alegación, si hay alguna, puede ser registrada a tiempo.
TO THE RESPONDENT: The petitioner has filed a petition concerning your marriage. If you fail to file a response within 30 days of the date this summons is served on you, your default may be entered and the court may enter a judgment containing injunctive or other orders concerning division of property, spousal support, child custody, child support, attorney fees, costs and such other relief as may be granted by the court. The garnishment of wages, taking of money or property, or other court authorized proceedings may also result.
Dated April 30, 1984. Donald W. Dickinson, Clerk. By Monico Sd. Mateo, Jr., Deputy.

Oct. 10, 17, 24, 31, 1984. L-18518

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82667

The following person is doing business as DECISION SUPPORT ASSOCIATES, 2750 Sutter #7, San Francisco, CA 94115: Navin Chandra Sharma, 2750 Sutter #7, San Francisco, CA 94115. This business is conducted by an individual. Signed Navin Chandra Sharma.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Carolyn J. Moran on Oct. 2, 1984.

Oct. 10, 17, 24, 31, 1984. L-18519

SUMMONS
CASE NO. 813386

SUPERIOR COURT OF CALIFORNIA IN AND FOR THE CITY AND COUNTY OF SAN FRANCISCO.
In re the matter of DOMINGA MELARA, BERTA MELARA and NAPOLEON MELARA, Plaintiffs; vs. MARY ELIZABETH SCHOENBERGER, Does I to XX, Defendants.
NOTICE! You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information below. If you wish to seek the advice of an attorney in this matter, you should do so promptly so that your written response, if any, may be filed on time.
¡AVISO! Usted ha sido demandado. El tribunal puede decidir contra Ud. sin audiencia a menos que Ud. responda dentro de 30 dias. Lea la información que sigue. Si Usted desea solicitar el consejo de un abogado en este asunto, deberia hacerlo inmediatamente, de esta manera, su respuesta escrita, si hay alguna, puede ser registrada a tiempo.
TO THE DEFENDANT: A civil complaint has been filed by the Plaintiff against you. If you wish to defend this lawsuit, you must, within 30 days after this summons is served on you, file with this court a written response to the complaint. Unless you do so, your default will be entered on application of the Plaintiff, and this court may enter a judgment against you for the relief demanded in the complaint, which could result in garnishment of wages, taking of money or property or other relief requested in the complaint.
Dated Aug. 26, 1983. Donald W. Dickinson, Clerk. By Remedios De Luna, Deputy.

RODERICK P. BUSHNELL
Bushnell, Caplan, Fielding and Rudy
680 Beach #372
San Francisco, CA 94109
Attorney for Plaintiffs

Sept. 26, Oct. 3, 10, 17, 1984. L-18496

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82761

The following persons are doing business as WORLD CONSTRUCTION, 774 Potrero, San Francisco, CA 94110: Yun Hui Zhang, 774 Potrero, San Francisco, Ca 94110; Wai Jun Chin, 2618 20th St., San Francisco, CA 94110; Ruey Jang Fuh, 627 34th Ave., San Francisco, CA 94121. This business is conducted by a general partnership. Signed Yun Hui Zhang.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Robert M. Kane on Oct. 4, 1984.

Oct. 10, 17, 24, 31, 1984. L-18511

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82759

The following person is doing business as THE AMERICAN OVERSEAS HEALTH CORPS, 1332 Francisco, San Francisco, CA 94123: Kenneth T. DeLuca, 1332 Francisco, San Francisco, CA 94123. This business is conducted by an individual. Signed Kenneth T. DeLuca.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Robert M. Kane on Oct. 4, 1984.

Oct. 3, 10, 17, 24, 1984. L-18514

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
NO. 829441

SUPERIOR COURT OF CALIFORNIA IN AND FOR THE CITY AND COUNTY OF SAN FRANCISCO.
In re the application of SHARON DEBORAH MELLON for change of name.
Whereas the petition of Sharon Deborah Mellon has been filed in court for an order changing her name from Sharon Deborah Mellon to Sharon Deborah Leigh; now, therefore, it is hereby ordered that all persons interested in said matter do appear before this court in Department One on the ninth day of Nov., 1984, at 9 o'clock am to show cause why this application for change of name should not be granted.
Dated Sept. 20, 1984. Frank W. Shaw, Judge of the Superior Court.

JAMES R. NIELSEN, KAREN L. GRAF
320 Judah #7
San Francisco, CA 94122
(415) 666-4342
Attorneys for Applicant

Oct. 10, 17, 24, 31, 1984. L-18517

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82580

The following person is doing business as MATTHEW LEVY AND ASSOCIATES, 2926 Octavia, San Francisco, CA 94123: Matthew Levy, 2926 Octavia, San Francisco, CA 94123. This business is conducted by an individual. Signed Matthew B. Levy.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Greg Chuck on Sept. 27, 1984.

Oct. 3, 10, 17, 24, 1984. L-18501

SUMMONS
CASE NO. 822071

SUPERIOR COURT OF CALIFORNIA IN AND FOR THE CITY AND COUNTY OF SAN FRANCISCO.
In re the marriage of the Petitioner: HWA SUN FINE; and the Respondent: MICHAEL E. FINE.
NOTICE! You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information below. If you wish to seek the advice of an attorney in this matter, you should do so promptly so that your response or pleading, if any, may be filed on time.
¡AVISO! Usted ha sido demandado. El tribunal puede decidir contra Ud. sin audiencia a menos que Ud. responda dentro de 30 dias. Lea la información que sigue. Si Usted desea solicitar el consejo de un abogado en este asunto, deberia hacerlo inmediatamente, de esta manera, su respuesta o alegación, si hay alguna, puede ser registrada a tiempo.
TO THE RESPONDENT: The petitioner has filed a petition concerning your marriage. If you fail to file a response within 30 days of the date this summons is served on you, your default may be entered and the court may enter a judgment containing injunctive or other orders concerning division of property, spousal support, child custody, child support, attorney fees, costs and such other relief as may be granted by the court. The garnishment of wages, taking of money or property, or other court authorized proceedings may also result.
Dated March 29, 1984. Donald W. Dickinson, Clerk. By Monico Sd. Mateo, Jr., Deputy.

Oct. 10, 17, 24, 31, 1984. L-18504

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82264

The following person is doing business as CHINA BLUE STUDIOS, 860 Second St., San Francisco, CA 94107: Jeffrey Jerauld O'Sammon, 48 Mirabel, San Francisco, CA 94110. This business is conducted by an individual. Signed Jeff O'Sammon.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Robert M. Kane on Sept. 13, 1984.

Sept. 19, 26, Oct. 3, 10, 1984. L-18482

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82158

The following corporation is doing business as MYERS HOLUM, INC., 400 Montgomery #801, San Francisco, CA 94104: Myers Holum, Inc., (CA), 400 Montgomery #801, San Francisco, CA 94104. This business is conducted by a corporation. Signed Knute Holum.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. de Luna on Sept. 11, 1984.

Sept. 19, 26, Oct. 3, 10, 1984. L-18486

STATEMENT OF ABANDONMENT OF FICTITIOUS BUSINESS NAME
FILE NO. 55566

The following person has abandoned the use of the fictitious business name INTERNATIONAL DAILY NEWS, 950 Stockton #305-A, San Francisco, CA 94108: Tao Chen, 2449 Ridgeway Road, San Marino, CA 91108. Said fictitious business name was filed in the City and County of San Francisco, CA on Sept. 18, 1981. This business was conducted by an individual. Signed Tao Chen.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Robert M. Kane on Sept. 12, 1984.

DANIEL CONRAD
MacInnis, Donner & Koplowitz
465 California #222
San Francisco, CA 94104
Attorney for applicant

Sept. 19, 26, Oct. 3, 10, 1984. L-18487

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES

To whom it may concern: Carol L. and Roger St. Helen are applying to the Department of Alcoholic Beverage Control for an On Sale Beer/Wine Eating Place license to sell alcoholic beverages at 114 COLUMBUS, SAN FRANCISCO, CA 94133.

Oct. 10, 1984 L-18520

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82643

The following person is doing business as FACADES, LET MIKEY DO IT (2 names), 70 Hartford, San Francisco, CA 94114: William M. Horner, 70 Hartford, San Franncisco, CA 94114. This business is conducted by an individual. Signed William Horner.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Robert M. Kane on Oct. 1, 1984.

Oct. 10, 17, 24, 31, 1984. L-18521

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82161

The following persons are doing business as LIQUID LADIES INVESTMENT CLUB, 1255 Columbus, San Francisco, CA 94133: Margery Tomback, 115 Richardson Drive, Mill Valley, CA 94941; Betty Foster, 3848 Fulton, San Francisco, CA 94118; Kay Auciello, 2110 Jackson #403, San Francisco, CA 94115; Mae Woodward, 2145 Scott, San Francisco, CA 94115. This business is conducted by a general partnership. Signed Margery P. Tomback.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. de Luna on Sept. 11, 1984.

Sept. 19, 26, Oct. 3, 10, 1984. L-18483

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82147

The following person is doing business as RESEARCH NEXUS, 530 Texas, San Francisco, CA 94107: Joseph C. Hager, 530 Texas, San Francisco, CA 94107. This business is conducted by an individual. Signed Joseph C. Hager.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. de Luna on Sept. 7, 1984.

Sept. 19, 26, Oct. 3, 10, 1984. L-18484

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82141

The following person is doing business as JESSIE'S INTER CITY AUTO HIKERS, 494 Ninth St., San Francisco, CA 94103: Floyd H. Gray, 101 Pt. Lobos #303, San Francisco, CA. This business is conducted by an individual. Signed Floyd H. Gray.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. de Luna on Sept. 7, 1984.

Sept. 19, 26, Oct. 3, 10, 1984. L-18485

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82172

The following persons are doing business as FURNITURE MAINTENANCE, 2827 Moraga, San Francisco, CA 94122: Ronnie Del Jones, 980 Potrero #201, San Francisco, CA 94110; Jacques Fortier, 1388 Ninth Avenue #4, San Francisco, CA 94122. This business is conducted by a general partnership. Signed Ronnie Del Jones and Jacques Fortier.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. de Luna on Sept. 11, 1984.

Sept. 19, 26, Oct. 3, 10, 1984. L-18489

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82549

The following persons are doing business as CHINA BAY COMPANY, 45 Ulloa, San Francisco, CA 94127: Kathy Herlihy, 45 Ulloa, San Francisco, CA 94127; Clark Frasier, 26189 Valley View, Carmel, CA 93923. This business is conducted by an unincorporated association other than a partnership. Signed Clark Frasier.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Robert M. Kane on Sept. 26, 1984.

Oct. 3, 10, 17, 24, 1984. L-18515

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
NO. 829338

SUPERIOR COURT OF CALIFORNIA IN AND FOR THE CITY AND COUNTY OF SAN FRANCISCO.
In re the application of SHANA JANE HOUCK for change of name.
Whereas the petition of Shana Jane Houck has been filed in court for an order changing her name from Shana Jane Houck to Shana Jane Chrystie; now, therefore, it is hereby ordered that all persons interested in said matter do appear before this court in Department One on the 7th day of Nov., 1984, at 9 o'clock am to show cause why this application for change of name should not be granted.
Dated Sept. 19, 1984. Frank W. Shaw, Judge of the Superior Court.

Sept. 26, Oct. 3, 10, 17, 1984. L-18495

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82367

The following person is doing business as DRAKE SYSTEMS, 175 Red Rock Way #K109, San Francisco, CA 94131: Pamela Kay Drake, 2555 Le Conte #14, Berkeley, CA 94709. This business is conducted by an individual. Signed Pamela K. Drake.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Carolyn J. Moran on Sept. 18, 1984.

Sept. 26, Oct. 3, 10, 17, 1984. L-18498

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82365

The following person is doing business as ARTERY, THE ARTERY (2 names), 1510 Haight, San Francisco, CA 94117: Lawrence L. Hultberg, 49 North Knoll Rd., Mill Vallley, CA 94941. This business is conducted by an individual. Signed Lawrence Hultberg.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Robert M. Kane on Sept. 18, 1984.

Sept. 26, Oct. 3, 10, 17, 1984. L-18497

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82581

The following person is doing business as DENDROBIUM BOOKS, 611-B Fell, San Francisco, CA 94102: Douglas C. Thompson, 611-B Fell, San Francisco, CA 94102. This business is conducted by an individual. Signed Douglas Thompson.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Greg Chuck on Sept. 27, 1984.

Oct. 3, 10, 17, 24, 1984. L-18502

FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 82582

The following person is doing business as TRAVEL BOOK FUNDING, 611-B Fell, San Francisco, CA 94102: Douglas Thompson, 611-B Fell, San Francisco, CA 94102. This business is conducted by a limited partnership. Signed Douglas C. Thompson.
This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Carolyn J. Moran on Sept. 27, 1984.

Oct. 3, 10, 17, 24, 1984. L-18503

THE PUZZLE

FIGURES OF SPEECH

by Don Rubin

Each of the figures at the right is a word formed from the alphabet at the bottom. The letters are strung together in correct order.

See if *you* can figure them out. Then fill in the spaces below.

1 _____
2 _____
3 _____
4 _____
5 _____
6 _____
7 _____
8 _____
9 _____
10 _____
11 _____
12 _____
13 _____
14 _____



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Rules of the Game

1. We'll give a Bay Guardian Bar Book to three readers who successfully solve each week's puzzle.
2. All entries must be received in the Bay Guardian's offices by noon Thursday, eight days following the publication date of the puzzle. There will be **no exceptions** to this deadline. Address all entries to: Puzzle, SF Bay Guardian, 2700 19th St., SF 94110.
3. Employees of the Bay Guardian, their families, pets and significant others are not eligible for prizes.
4. In the event of tie, or disputes, the decisions of the judges will be final. They will also be arbitrary. Since we have only three prizes to give away each week, if there are more than three correct entries we'll pick the winners from a hat.
5. All prize winners will become eligible for periodic drawings for larger prizes.
6. All entries must be accompanied by this page. When possible, your answer should be entered in the space provided.
7. Sorry, one entry per person per week.
8. Winners will be notified by mail. Prizes must be picked up at the Guardian office.
9. The title of the puzzle must be printed on the outside front of the envelope on all entries.

Name _____
Address _____
City/Zip _____

THE SOLUTION
BACKWARDS
Sept. 26th issue



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Knowing "backward" (5) gave you "backfire"(10) and "greenback" (2); these, respectively, gave you "fireman" (11) and "greenroom" (1), which led to "manhole" (8) and "ballroom" (12), which triggered "superman" (6) and "handball" (3), which prompted "shorthand" (7) and "shortcake" (9) and eventually "cakewalk" (4).

5 backward; 3 handball; 6 superman; 4 cakewalk; 1 greenroom; 8 manhole; 11 fireman; 2 greenback; 9 shortcake; 12 ballroom; 10 backfire; 7 shorthand.

This week's winners are Andrea Lai, Ken Weichel and Lindley Gifford.



LIGHTS: 10 mg. "tar", 0.8 mg. nicotine, KING: 17 mg. "tar", 1.3 mg. nicotine,